APRIL 6, 1953 35c PER COPY

TECHNOLOGY DEPT

BROADCASTING TELECASTING

IN THIS ISSUE:

...sball $35 Million
...dio-TV Package
Page 31

...rter Confirmation
...enate Unanimous
Page 52

...ic May Have Color
...TV by Christmas
Page 56

...ne Inc. Purchases
...DYL-AM-FM-TV
Page 65

EATURE SECTION
Starts on Page 79

22ND year

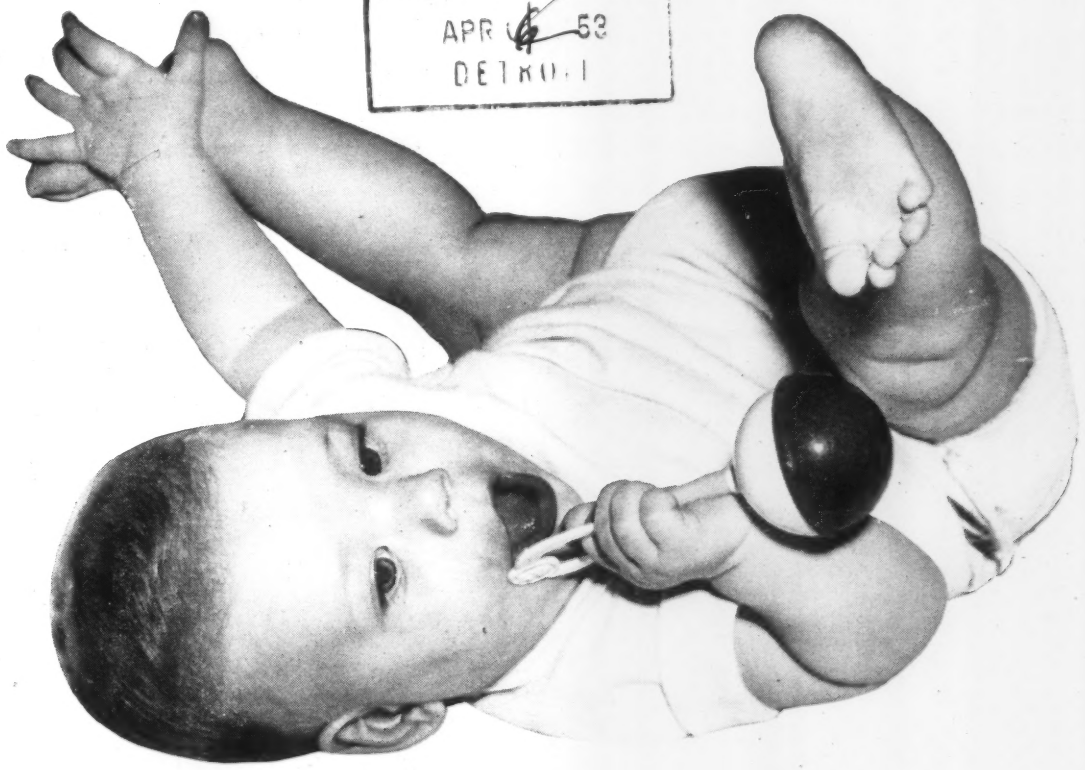
THE NEWSWEEKLY OF RADIO AND TV

Like babies go for rattles

Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

PUBLIC LIBRARY APR 6 53 DETROIT



IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

FABULOUS RATINGS

WTVR Tele Vision Richmond

Channel 6–Richmond, Virginia

Sunday-Saturday Averages		
Period	**Sets In Use**	**WTVR Ratings**
TOTAL MORNING 7:00 AM-12:00 NN	27.7	27.3
TOTAL AFTERNOON 12:00 NN-6:00 PM	43.5	43.3
TOTAL EVENING 6:00 PM-11:00 PM	85.1	84.3

Source: Television Popular Audience Ratings January 1953

SO GOOD IT'S HARD TO BELIEVE–BUT IT CAN BE PROVED!

National Representative—Blair TV, Inc.

Wilbur M. Havens—Station Manager

RIGHT OUT OF A PRIMER

AS fundamental as anything found in a primer, is the fact, well known in advertising, that you can cover efficiently ⅓ of the total national market by advertising in 162 select markets.

WTRY has pioneered pointing out that Albany-Troy-Schenectady is in fact one of 43 markets wherein over ½ of the nation's sales are made.

WTRY has the biggest share of audience in Albany-Troy-Schenectady: 31% Morning, 23% Afternoon, 20% Night.

Check with Headley-Reed for facts on WTRY's advantages over the next best station with regard to rates, audience & cost-per-thousand.

WTRY

ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

the station listened to most in

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

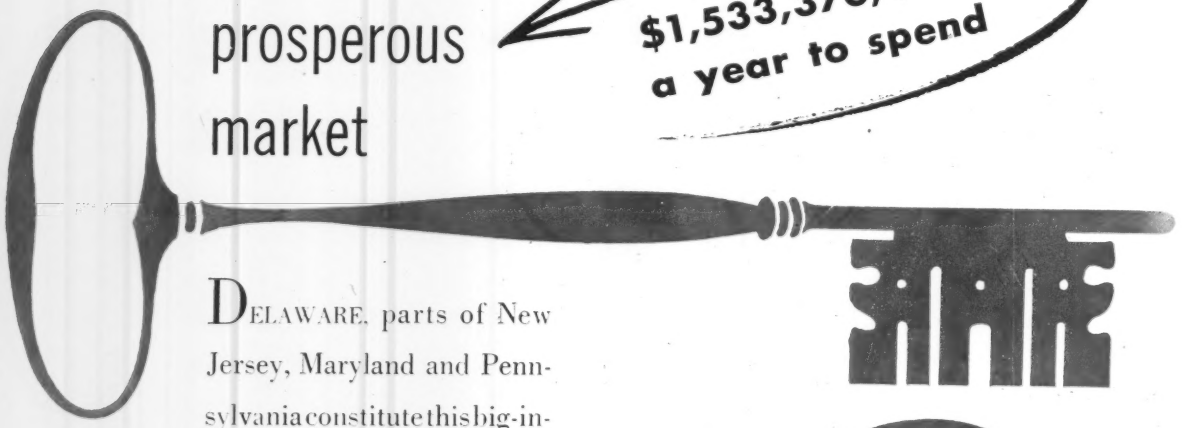
XUM

WDEL-TV

Wilmington, Delaware

opens the door to successful selling in a big prosperous market

$1,533,373,000 a year to spend



DELAWARE, parts of New Jersey, Maryland and Pennsylvania constitute this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're reaching this big, prosperous market—you're buying an audience that *buys*.

Represented by **MEEKER**

New York • Chicago • Los Angeles • San Francisco.

closed circuit

FCC LAST week gave initial consideration to plan, sponsored by Comr. Robert T. Bartley, for revamping of its processing lines on TV hearings, to give vhf cities having only one service priority, with progression on basis of descending order of population of markets. Staff was instructed to draft papers with prospect of action this week or next. First priority, however, presumably would be given to "white areas" having no service.

★ ★ ★

AT LEAST THREE proposals for reorganization of FCC, to be accomplished through "ripper" legislation, have been proposed to Chmn. Charles Tobey (R-N.H.) of Senate Interstate & Foreign Commerce Committee. He said last week that he doubted whether drastic action was necessary at this stage. He has openly supported Comr. Hyde for chairmanship.

★ ★ ★

THOUGH BASE stock used in experimental TV tape-recording may be costly ($250 per half-hour, $125 with maximum discounts), some insiders predict improved types of tape may cut cost as low as $70 in early days of upcoming art. Mass production, spurred by movies' use of tape instead of film, could combine with technical progress to bring further cost-cutting.

★ ★ ★

BEST BET is that House Appropriations Committee will now go easier on FCC budget since it was slashed by $1.2 million by President Eisenhower's director of budget —from $8.3 million to $7.1 million (see story page 60). Although conceivable Congress will prune some more off total sum, it's believed it won't touch sums allocated for TV processing—which weren't cut by Budget Bureau either.

★ ★ ★

CONVERSATIONS between General Teleradio Inc. and WLAW Boston-Lawrence, looking toward acquisition of 50,000 watter, reportedly bogged down last week with no indication as to outcome. Acquisition of high power station is sought to serve as key for Yankee-Mutual in New England area to replace 5,000 w WNAC.

★ ★ ★

MILLER BREWING Co. expects to reach 95% of all radio homes in Wisconsin and parts of Iowa, Michigan and Minnesota with regional baseball network for Milwaukee Braves games. WEMP Milwaukee will feed games but will be supplemented by WTMJ. Plans were part of package outlined in Tampa when Braves shift was okayed.

★ ★ ★

WTMJ EXECUTIVES figure major league baseball franchise shift so important that it constitutes public service. It will tape-record some NBC programs falling during games for later broadcast. NBC schedule will be disturbed little as possible. NBC sources in N. Y. indicate consideration being given to placing some sponsored shows displaced by baseball on other Milwaukee stations.

★ ★ ★

JOSEPH R. SPADEA, veteran radio sales executive and for past eight years CBS Radio network sales manager in Detroit, has resigned effective April 15. He will head Detroit office of Henry I. Christal Co., exclusive radio station representatives. CBS Radio has not yet named successor.

★ ★ ★

LEVER BROS.' new Lux Liquid (used for washing dishes), attempting to catch up to sales of older competitors, Glim and Joy, is preparing spot announcement campaign, starting about April 13 on staggered schedule in major markets using both radio and TV spots for six to eight weeks.

★ ★ ★

BILLS INTRODUCED last week in Illinois legislature would prohibit U. of Illinois from entering educational television station operation and require university to accept offers to telecast football games. Measures have unqualified endorsement of Television Committee of Illinois Broadcasters Assn., headed by Leslie C. Johnson, WHBF-AM-TV Rock Island.

★ ★ ★

GENERAL FOODS Corp., N. Y. (Swansdown Cake Mix), effective April 8, will use spot announcements on 80 radio stations for 10 to 12 weeks. Agency: Young & Rubicam, N. Y.

★ ★ ★

NORTH CAROLINA Association of Broadcasters plans no action yet but is keeping close watch on North Carolina Legislature ban of newsmen from its Appropriations Committee sessions. Move to extend the ban to other legislative functions would be opposed strongly by broadcasters.

IN THIS ISSUE

LEAD STORY

About 1,200 radio and some 20 TV stations have completed arrangements to carry play-by-play and other baseball programs. In all they amount to a $35 million sponsorship deal. *Page 31.*

ADVERTISERS & AGENCIES

William Esty agency wants 10% discount on radio spots in return for guaranteed summer-long contract. It's basing request on precedent set several weeks ago by Whitehall Pharmacal. *Page 34.*

FACTS & FIGURES

Network radio gross was down 6.6%, network TV gross up 7.5% in February, 1953, over February, 1952. *Page 36.*

GOVERNMENT

Senate confirms Doerfer as FCC member. *Page 52.*

FCC stays effective date of Ch. 10 share-time authorization for WHEC and WVET in Rochester because of protest from radio broadcaster and orders hearing. It's illustration of new interpretation of "interested" party's right to intervene. *Page 54.*

Rep. Wolverton predicts color TV by Christmas. *Page 56.*

STATIONS

Time Inc. buys KDYL-AM-FM-TV Salt Lake City for $2.1 million. *Page 65.*

Six more new TV stations go on the air. *Page 72.*

NETWORKS

CBS Radio is applauded for its stand on rate stability by affiliates, but at least one other network wonders whether the part of the CBS Radio announcement that mentioned new nighttime discounts wasn't more newsy than the part about maintenance of rates. *Page 75.*

FEATURES

WPTR Albany begins new in-store merchandising plan. *Page 81.*

Is TV pricing itself out of the market? Frank Stanton and Frank White both say "no" and with facts to prove their answers. *Page 82.*

Television network showsheet. *Page 90.*

UPCOMING

April 14-15: Color TV Demonstrations for House Commerce Committee, Princeton, N. J., and New York.

April 16-19: 23rd Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

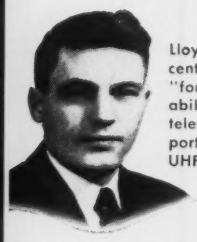
April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

(For other Upcomings, see page 125)

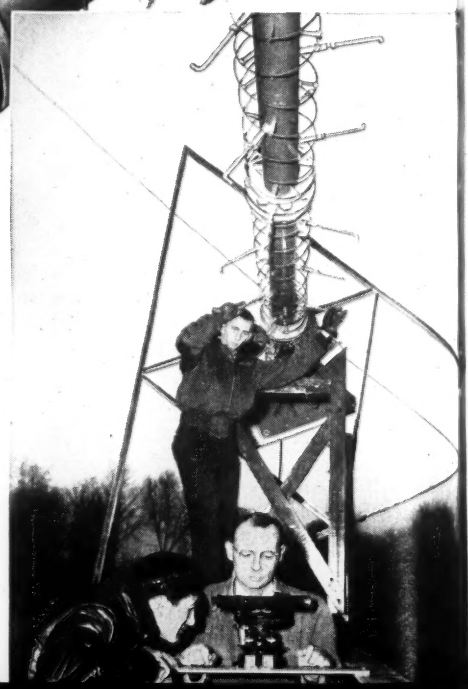
G-E HIGH GAIN HELICAL ANTENNAS OFFER YOU—

Outstanding Simplicity!

When stations want a UHF antenna that is known for outstanding simplicity of construction and feed—they immediately turn to General Electric's High Gain Helical Antenna. With a power gain of 5 per bay, this sidefire antenna offers simplicity of construction for the unusually high gain achieved. This simplicity of design enables Effective Radiated Powers of up to 1000 kw to be achieved without modification to the basic antenna structure. Stations already using the General Electric Helical Antenna report coverage results beyond expectations. For further, detailed information, please write: *General Electric Company, Section 243-6, Electronics Park, Syracuse, New York.*

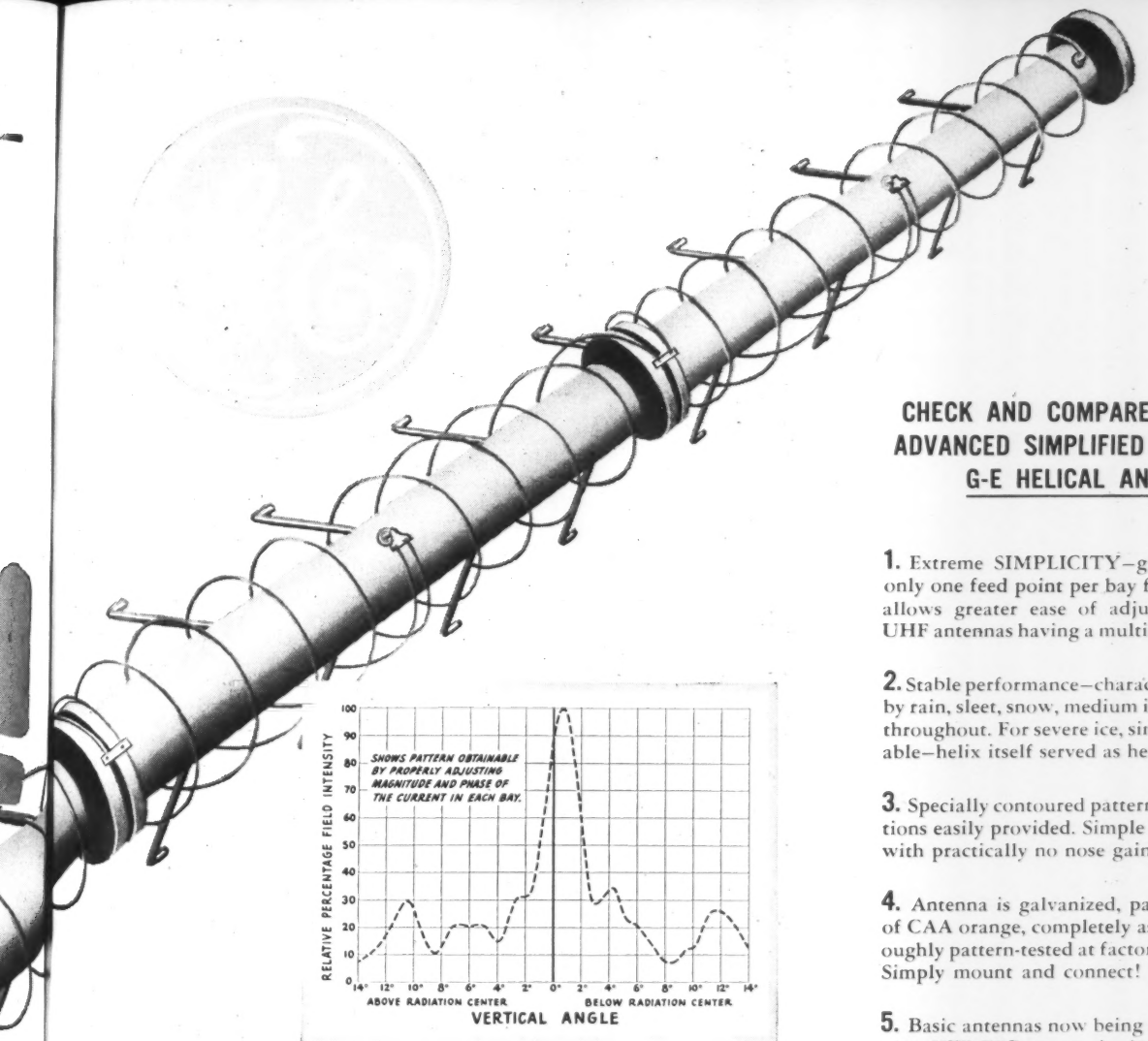


Lloyd Krause, a G-E engineer, recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band."

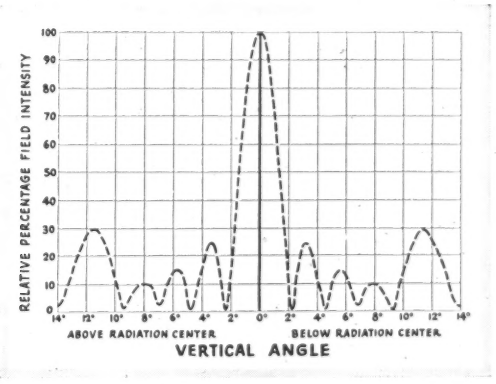


● Before this G-E Helical Antenna was shipped to Station WHUM-TV, Reading, Pa., it was put through exhaustive tests at Electronics Park, Syracuse, N. Y. These tests are offered at no extra charge. And before an antenna is shipped it must pass every specification demanded by the station's individual transmitting and installation problems.

XUM



Typical contoured vertical field pattern
of specially modified G-E 5-Bay Helical Antenna



Typical vertical field pattern
of standard G-E 5-Bay Helical Antenna

CHECK AND COMPARE THE 10 TOP ADVANCED SIMPLIFIED FEATURES OF G-E HELICAL ANTENNAS

1. Extreme SIMPLICITY—gain of 5 per bay—only one feed point per bay for gain of 25. This allows greater ease of adjustment over other UHF antennas having a multitude of feed points.

2. Stable performance—characteristics unaffected by rain, sleet, snow, medium ice. Low impedance throughout. For severe ice, simple de-icing available—helix itself served as heater element.

3. Specially contoured patterns for unusual locations easily provided. Simple beam tilt provided with practically no nose gain reduction.

4. Antenna is galvanized, painted with 3 coats of CAA orange, completely assembled and thoroughly pattern-tested at factory before shipment. Simply mount and connect!

5. Basic antennas now being delivered rated for 1000 KW ERP up to ch. 68.

6. Power gains of 5, 10, 15, 20, 25. High gains have been verified by measurement. Because of simplicity (small number of feeds) rated gains readily achieved.

7. Antenna construction very sturdy—helix of heavy gauge copperweld—helix supports strong enough to hold a man!

8. All antenna finishes and materials are impervious to weather.

9. Horizontal pattern circularity better than ± 1.5 db—the accepted standard.

10. Antenna may be shipped in two or more sections when necessary for tough cartage problems.

You can put your confidence in—

GENERAL ELECTRIC

XUM

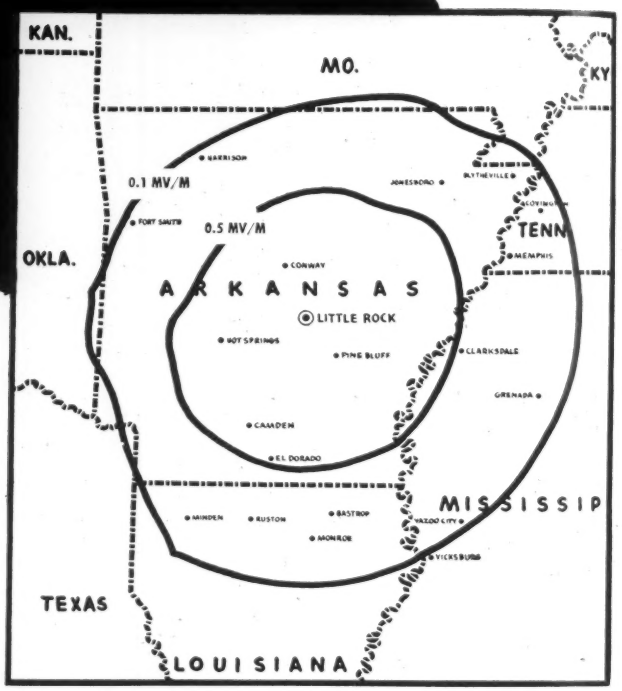
NOW! — THE NEW 50,000-WATT

KTHS

BROADCASTING FROM LITTLE ROCK

GIVES YOU ALMOST ALL OF

ARKANSAS!



After operating for 27 years from Hot Springs, Arkansas, with 10,000 watts on 1090 K C, Radio Station KTHS now moves 40 miles eastward to Little Rock, broadcasting on the same frequency with power increased to 50,000 watts. The only Class 1-B clear channel station in Arkansas, it now also becomes the only 50,000-watt station in the state.

With an established listening audience of 72,840 *families* (BMB Study No. 2) who still hear the station at their accustomed dial setting, KTHS expands its *primary* coverage to 1,002,758 people — covers an *additional* 2,369,000 people in its *secondary* area.

Under the same ownership as KWKH at Shreveport, KTHS is operated under the same proven policies which have made KWKH the dominant station in its area and one of the great stations in the South.

ALSO — ON JUNE 15, KTHS JOINS THE CBS RADIO NETWORK.

Your Branham Man will gladly tell you the full details of the matchless new technical equipment, the tremendous new programming with which KTHS now becomes by far the most important radio station in Arkansas. *Ask him* — or write us direct.

DAYTIME PRIMARY (0.5 MV/M) COVERAGE INCLUDES:

	ARKANSAS	MISSISSIPPI	TOTAL
Population	946,575	56,183	1,002,758
Radio Homes	237,954	12,740	250,694
Farm Population	341,434	32,350	373,784
Farm Radio Homes	71,594	6,830	78,424

Over 10% of our total primary coverage (more than 100,000 people) do not receive primary daytime service from any other radio station!

THE NEW 50,000-WATT (CBS SOON!)

KTHS

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING FROM LITTLE ROCK, ARKANSAS

XUM

at deadline

TV Adjudged Beneficial By N. Y., Chicago Groups

TELEVISION exonerated of blame for juvenile crime and found to exert good influence in separate reports by Chicago City Council TV Subcommittee and by Metropolitan School Study Council, research affiliate of Teachers College, Columbia U., New York.

Chicago council group found "no evidence" to support charges that TV programs cause high juvenile crime rate in city, according to Alderman Patrick Patrone. He told B•T: Group found no direct connection between medium and crime. Group took no stand on local broadcasters' request that council permit broadcasts and telecasts of meetings and hearings. Full report to be given to council today (Monday), following extensive hearings. Alderman John Hoellen, who introduced probe resolution, branded report "ridiculous" and urged group to call on FCC to study overall crime-television relationship and act, if needed, along "Blue Book" lines.

In report issued Saturday, Columbia educational group said two-year survey by committee representing New York public school systems found commercial TV programs being widely used for educational value by schools in area. Report said, "Relatively few of the programs being presented today could be classified as harmful for the student. Indeed, much of the medium's influence is good, though bulk of its offerings are not designed for educational purposes."

Danish Heads New MBS Commercial Operations

ROY DANISH, manager, western station relations at MBS, appointed director of newly created commercial operations department, to comprise sales service department (sales traffic, contract and estimate sections), affidavit section of accounting department and station traffic section of station relations department. Mr. Danish will report to E. M. Johnson, MBS vice president. Alma Graef, sales service manager, will assist Mr. Danish in establishing new department.

Ad Club Nominations

GEORGE A. PHILLIPS, advertising manager of Cluett, Peabody & Co., nominated for president of Advertising Club of New York. Other nomination on official slate, tantamount to election, are: Vice presidents C. B. Larrabee, president and publisher, Printers Ink Publishing Co. and Stanley Resor, president, J. Walter Thompson Co.; treasurer, James A. Brewer, chairman of board, Brewer-Cantelmo Co. Election to be held May 12.

104 CBS-TV Stations

ADDITION of four new affiliates to CBS-TV, bringing total to 104, announced Friday. They are: WLBC-TV Muncie, effective last Wednesday; WCSC-TV Charleston, S. C., May 15; KTXL-TV San Angelo, Tex., July 1, and WMAZ-TV Macon, Ga., Sept. 23.

RADIO TOO SUCCESSFUL

ONE of better advertising success stories on West Coast involves Durkee famous foods, Cleveland, which recently cancelled part of its radio schedule because it was "oversold." Reason: Firm's advertising on KING Seattle alone moved reported one million pounds of margarine in three days. Schedule originally called for five week's promotion of one cent sale. Agency is Leo Burnett Co., Chicago.

Three-Dimensional Television To Be Shown NARTB Session

PROGRESS report on three-dimension (3-D) television has been added to opening morning's program of NARTB Engineering Conference to be held April 29-May 1 at Los Angeles during NARTB convention week. Separate demonstration of 3-D system will be given by Alex Quiroga and Glen Akins, of ABC Hollywood, following their joint engineering paper.

While they will demonstrate their own system, Messrs. Quiroga and Akins will summarize three different 3-D systems, according to Neal McNaughten, manager of NARTB's Engineering Dept. Working with Mr. McNaughten in planning Engineering Conference are Raymond F. Guy, NBC, chairman of general guidance committee, and Les Bowman, CBS, chairman of West Coast arrangements committee.

Among new developments to be described at meeting is TV booster station at Lawrenceburg, Tenn. John H. DeWitt Jr., WSM-TV Nashville, will explain its operation 70 miles from WSM-TV transmitter [B•T, Jan. 19]. Remote control operation of transmitters, recently sanctioned by FCC for stations not in high-power category, will be described by William F. Rust Jr., Rust Industrial Co., and Ben Akerman, WGST Atlanta.

John Mullin of Bing Crosby Enterprises will present paper on tape-recording of television and review latest progress in that laboratory's experiments. Several papers will describe progress in development of transistors and applications to broadcasting.

Ike on Foreign Policy

PRESIDENT EISENHOWER will make major address on foreign policy before American Society of Newspaper Editors April 16 to be broadcast on all major radio networks, 1-1:30 p.m. EST.

New Jingle Library

PURCHASE by RCA's Thesaurus of the complete Ullman Jingl-Library of some 1,600 transcribed commercial jingles announced by RCA Recorded Program Services. Re-titled Thesaurus Jingl-Library, it will become adjunct of company's transcription library and will be made available to station subscribers. Jingle library is said to cover 71 different product and service categories.

• BUSINESS BRIEFLY

HOPE, BERLE TO ALTERNATE • General Foods Corp. will sponsor Bob Hope in ten TV appearances next season on NBC-TV, Tuesdays, 8-9 p.m. Milton Berle, who has been in that time period three weeks out of four during the past year, will be seen two weeks in three this year with General Motors for Buick expected to be his sponsor, while Bob Hope appears on third week. Young & Rubicam is handling General Foods advertising; Kudner Advertising is agency for Buick. Official announcement expected tomorrow.

P & G SPOT DRIVE • Procter & Gamble Co., Cincinnati (Prell), placing radio spot announcement campaign in late afternoon time, effective April 6 through June 30, on 33 radio stations. Agency: Benton & Bowles, N. Y.

SEEK AVAILABILITIES • Sulphur-Chemical Co., Brooklyn, N. Y. (hair and scalp preparation), through Harry B. Cohn, N. Y., looking for radio availabilities in 10 southern markets on participation programs appealing to Negro audience.

MORNING CAMPAIGN • Shell Chemical Co., through J. Walter Thompson Co., N. Y., preparing early-morning radio spot announcement campaign with adjacencies to news, weather and farm programs to start April 13 for 16 weeks including June 1 to June 26 hiatus.

BASEBALL TV FEATURE • Post-Dodger home game quarter-hour *Talk to the Stars* with Happy Felton to be sponsored on WOR-TV New York by Tidewater Associated Oil Co. (Lennen & Newell) and Studebaker Dealers of Greater New York (Roche, Williams & Cleary) (see story page 31).

SWITCH 'MY HERO' TIME • Philip Morris & Co., N. Y. (Dunhill king-size cigarettes), sponsor of *My Hero*, switching time of program over NBC-TV from Saturday, 7:30-8 p.m. EST to same night, 8-8:30 p.m. EST, starting April 25. Agency: Biow Co.

Small Agencies Discussed

SMALL AGENCIES were urged at open forum discussion of League of Advertising Agencies in New York Thursday night to remain small, lest they grow to point where increased volume would raise overhead and cut into profits. For agencies whose clients demand extra services, consolidation was suggested as possible solution. More than 100 agency executives attended meeting. Program chairman was Lester Harrison, president of Lester Harrison Inc., N. Y.

RCA Dividend

RCA BOARD Friday declared dividends of 50¢ per share of common stock, payable May 25 to holders of record April 17, and of 87½¢ per share of first preferred stock for second quarter, payable July 1 to holders of record June 15.

Enjoy a Slice of Speedy's Birthday Cake

Wednesday, April 15, 1953, is a very important date in Speedy's life—his

32nd BIRTHDAY

Since 1921 WSPD has pioneered in Northwestern Ohio and observed with interest the rapid development of the rich Toledo Market. Speedy has thoroughly enjoyed entertaining his many friends, and his advice to them on the acceptance of new products has resulted in better living conditions for every home.

Speedy has kept his youthful vitality and progressive attitude. These qualities, coupled with 32 years of 'know-how', have delivered proof-of-performance results to WSPD clients. This month, these advertisers (through their sales results in the Toledo Market) are enjoying a delicious slice of Speedy's birthday cake.

WSPD

5000 WATTS
TOLEDO, OHIO

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ

at deadline

Radio, TV Output Continue Sharp Upward Trend

RADIO set production in February exceeded that one year ago by 60%, according to Radio-Television Mfrs. Assn. TV production was up 80% over 1952 month.

RTMA found radio output totaled 1,192,439 sets in February compared to 759,453 in same 1952 month. Factories turned out 730,597 TV sets in February compared to 409,337 in same 1952 month. Both radio and TV showed increases over January.

Of 402,742 home radios made in February, 56,580 contained FM facilities. Another 7,370 TV sets had FM-band tuners.

Two-month radio-TV production for 1953 follows:

	TV	Home Sets	Portables	Auto	Clock	Total Radio
Jan.	719,231	361,921	93,962	447,667	189,592	1,093,142
Feb.	730,597	402,742	87,711	491,062	210,924	1,192,439
Total	1,449,831	764,663	181,673	938,729	400,516	2,285,581

Merger, Drop-Outs Free TV Channels

ANOTHER proposed merger of competitive applicants and several drop-outs of pending applications reported by FCC Friday, freeing TV channels for grants, possibly this week. New York real estate group files new bids for uhf at Cedar Rapids and La Crosse, Wis.

At Fresno, Calif., KYNO drops uhf Ch. 47 bid and receives option to acquire 35% in proposed station of competing applicant J. E. O'Neill, rancher.

At Cedar Rapids, Iowa, KSTT dismisses its bid for vhf Ch. 2, leaving uncontested pending application of WMT there.

At Great Falls, Mont., KXLK drops application for vhf Ch. 3, leaving uncontested pending bid of KMON Great Falls. Latter is owned 80% by *Great Falls Tribune*.

Commission also dismissed competitive vhf Ch. 2 bids of WJBO and WLCS Baton Rouge, La., principals in stations having filed merger bid for facility under name Louisiana TV Bcstg. Corp. (details page 116). WLCS would be sold after TV grant.

Acting Chief of FCC Broadcast Bureau filed brief recommending Commission deny joint petition of John H. Poole and Jack O. Gross, uhf Ch. 46 competitors at Sacramento, which asked dismissal of Mr. Gross' bid and concurrent grant of Mr. Poole's application [B•T, March 23]. Broadcast Bureau Acting Chief Joseph Kintner held that under present FCC policy as set by Wichita uhf Ch. 16 case, Poole bid must be returned to processing line before action. He declared applicant appears qualified to construct and operate proposed Ch. 46 station, however.

TV authorizations announced:

WLWT (TV) Cincinnati granted change in ERP from 23.5 kw visual and 13.9 kw aural to 100 kw visual and 50 kw aural. Power boost is part of pending switch from vhf Ch. 4 to Ch. 5, pursuant to Sixth Report and Order.

WEHT (TV) Henderson, Ky., granted change in ERP from 26 kw visual and 13 kw aural to 16 kw visual and 8.7 kw aural; assigned uhf Ch. 50.

WHP-TV Harrisburg, Pa., new uhf Ch. 55 permittee, advised FCC it had begun test pattern operation 8 p.m. April 1. Six others began regular commercial operation during week (story page 72).

KFDA-TV Amarillo, Tex., vhf Ch. 10 grantee, issued special temporary authority to commence commercial operation, effective April 1-Sept. 9.

WAZL-TV Hazleton, Pa., uhf Ch. 63 permittee, granted assignment from Hazleton Broadcasting Co. to Hazleton TV Corp., new firm of same ownership.

WNBT (TV) New York granted extension of STA to April 30 for tests of RCA color TV system during period 9 a.m.-1 p.m.

New TV Applications

Group headed by William Zeckendorf, president-board chairman and chief owner of Webb & Knapp, New York realty and construction firm, filed bids for uhf Ch. 20 at Cedar Rapids, Iowa, and uhf Ch. 38 at La Crosse, Wis. Respectively, applicants are Cedar Rapids TV Co. and La Crosse TV Co.

Mr. Zeckendorf, ex-director of ABC, is president and 68% owner of applicants. Others include Secretary-Treasurer George Becker, New York attorney; Vice President Robert P. McDevitt, partner in Pendray & Co., New York advertising and public relations firm; Norman E. Blankman (2%), New York real estate, and Robert C. Rosenthal (2%), 60% owner Graphics Institute, New York. Messrs. Blankman and Rosenthal are principals in Champaign-Urbana TV Inc., seeking uhf Ch. 21 at Champaign-Urbana, Ill. Local ownership participation in proposed Cedar Rapids and La Crosse stations is planned.

Change TV Issues

On petition of Anthony Wayne Broadcasting Co., FCC added issue of comparison of engineering proposals in uhf Ch. 69 hearing set April 6. Petitioner and WANE are contestants. FCC also modified and deleted certain issues in Spokane, Wash., vhf Ch. 2 proceeding to start same day, acting on petition of Louis Wasmer (KREM). Other contestant is TV Spokane Inc.

Educational Reservations

Governors of 14 states comprising Southern Regional Education Board telegraphed FCC to extend for two years after June 2 present reservation of certain TV channels for noncommercial, educational use. Board of SREB met at Atlanta (early story page 100).

Change in Penalties Asked

Make first violation of Communications Act a misdemeanor, subsequent violations a felony, FCC has asked Congress. In letter to President of Senate and Speaker of House last week, released on Friday, Commission asked that present Sec. 501 be amended to make first violation punishable by not more than year in jail; subsequent violations liable to two year imprisonment, as now provided. Commission said juries were reluctant to indict or convict violators because of high punishment. No change was recommended in $10,000 fine provision.

EISENHOWER TALK

PRESIDENT Eisenhower's talk before Council of Organizations of American States this Sunday will be carried from 12:30-12:45 p.m. EST over MBS, ABC Radio and CBS Radio. It is described as major address on foreign policy with emphasis on inter-American affairs.

KONA-TV Sale Opposition

OPPOSITION to sale of KONA-TV Honolulu became apparent last week when two stockholders went to court to enjoin principal owner Herbert M. Richards from selling his stock to KPOA and KGU, both Honolulu radio stations and TV applicants [B•T, March 16]. Suit, brought in behalf of minority stockholders by Radio Honolulu Ltd. President Walter H. Dillingham and Secretary William A. Cottrell, was dismissed by U. S. Court of Appeals when agreement was reached among stockholders that objections to sale would be filed with FCC. Commission must approve transfer of control. Mr. Richards said he was selling his controlling interest (he owns all voting shares) because of ill health. He also said agreement with KPOA and KGU gives all stockholders same terms as he himself was getting for stock, but with no obligation to sell. Complaining stockholders alleged that Mr. Richards was breaking his contract with KONA-TV, which reportedly bound him to finance construction and operation of station, plus other obligations, in return for complete voting control.

PEOPLE

MANNING HURD, director of G. Fox *World News Today* commercials, to WNHC-TV New Haven as staff director.

AFTRA-SAG Chicago office announces appointment of **JULIUS YACKER,** U. of Chicago, to its staff to work on TV and actors' contracts.

WADE ARNOLD, NBC executive producer, named first winner of American Heart Assn. annual Howard W. Blakeslee Award for outstanding scientific reporting in field of heart and blood vessel diseases. Award, for his documentary radio program *Only One to a Customer*, to be presented to Mr. Arnold Friday at AHA annual dinner in Atlantic City.

P&G Drops Skelton

PROCTER & Gamble Co., Cincinnati (Tide), announced Friday it is not renewing *Red Skelton Show* for 1953-54 season, NBC-TV, Sunday, 7-7:30 p.m. Decision part of overall re-alignment of next season's Tide advertising.

Admitting receipt of notice that Procter & Gamble Co. is not picking up its option on Skelton program, NBC Friday said soap company's representatives "are discussing with us new program ideas for time period involved."

Direct Mail Figures

DOLLAR volume of direct mail advertising in February was $98,142,249, according to Direct Mail Advertising Assn., which reported January-February total as $199,970,024. Both figures are approximately 2.5% ahead of those for like periods of 1952, DMAA said.

Program Counselors

PROGRAM Counselors, script and advisory service for women show directors, has opened offices at 550 Fifth Ave., N. Y., with John Yarborough as business manager. Telephone: Plaza 7-6454.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

RADIO STATION
WSAZ
IS HAPPY
TO HAVE
BEEN AWARDED
3RD
PLACE
IN THE
BLOOD-BOOSTERS
CONTEST
ON THE
"SPACE PATROL"
PROGRAM
SPONSORED BY
THE
RALSTON-PURINA
COMPANY
over the
ABC NETWORK
•
RADIO STATION
WSAZ
ALWAYS STRIVING
TO PROMOTE
YOUR PROGRAM
TO INCREASE
YOUR SALES!
THE KATZ AGENCY
Representative

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

index

BROADCASTING* TELECASTING*
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	34	For the Record	111	Open Mike	23
At Deadline	9	Government	52	Our Respects	28
Awards	101	In Review	16	People	96
Closed Circuit	5	International	98	Personnel Relations	110
Editorial	126	Lead Story	31	Professional Services	78
Education	99	Manufacturing	106	Programs & Promotion	94
Facts & Figures	36	Milestones	108	Program Services	44
Feature Section	79	Networks	75	Stations	65
Film	40	On All Accounts	18	Trade Associations	44

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor. Staff:* Harold Hopkins, Patricia Kielty, John Osbon, Keith Trantow, Don West. *Editorial Assistants:* Evelyn Boore, Kathryn Ann Fisher, Joan Sheehan, Harriet Wiseman; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS

Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Kelly, Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Mississippi's First Television Station

WJTV

.....We're not worried down here, sir

. . . No reason to worry, when we've got UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE

Down here in Central Mississippi we've been hearing echoes of a controversy that seems to be raging in other places. Which is better . . . UHF or VHF? We've listened to the controversy, of course, but we haven't been disturbed. Because down here we figure we've got the best aspects of both.

Whether it's VHF or UHF—50 miles in all directions from a broadcasting site is more than just pretty good. And that's the distance we're reaching. Let us quote from a letter concerning a survey which the Product Performance Division of Philco Corporation made throughout our area only a few weeks ago:

> *". . . . we are very happy to say that your station has made great strides in bringing to this new television market a standard of quality performance far beyond our expectation. . . . Your present coverage of fifty miles radius from Jackson is more than we had anticipated."*

And here's a sample item from Philco Corporation's report . . .

> *"In Tallulah, Louisiana . . . 55 miles airline distance west of Jackson . . . with an antenna elevation of 55 feet, we received 99 microvolts of signal."*

We are pleased to have this vote of confidence from the Product Performance Division of Philco Corporation's field strength survey, and to know from these facts that WJTV's performance is far broader than engineers originally anticipated on paper.

That's why we're not worried down here in the Deep South. In the fast-growing Central Mississippi market we're giving the thousands of viewers* smooth, intelligent, adult television performance. There's really no reason to worry when you've got a combination that's unbeatable . . . a combination like UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE.

*March 31 estimate: 13,426 sets

WJTV

UHF CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, Manager

CBS PRIMARY AFFILIATE NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

The "PUBLIC" i

Blood is still urgently needed everywhere. Give today for the soldier fighting for his life in Korea . . . for a child who might be saved from the horrible paralysis of polio by the blood fraction, gamma globulin. Your blood is fighting on all fronts.

Call your American Red Cross today!

in PUBLIC SERVICE

PUBLIC:—"Of, pertaining to, or affecting the people at large, or the community."

— Funk & Wagnalls New College Standard Dictionary

A hospital in a neighboring community, in urgent need of a rare type of blood, asked Storer Station WMMN, Fairmont, W. Va., to make an appeal for donors.

The station immediately began broadcasting one-minute announcements. After only three of these announcements had gone on the air, the hospital called and asked that they be stopped. Reason: the waiting room of the hospital was jammed with 50 people who had answered the appeal.

Yes, 50 "people at large," "people of the community," *every one of them having the rare blood type needed,* had paused in the midst of their daily pursuits and had gone to the hospital to offer their blood. Because of their immediate response, the lives of at least six people were saved.

The prompt action of Station WMMN in broadcasting the appeal is typical of the services rendered the community by every one of the Storer stations, dedicated since 1927 to "Broadcasting in the Public Interest."

The seven radio and four television stations of the Storer Broadcasting Company pledge their wholehearted and responsive support to every cause, drive and campaign that will serve "the people at large, or the community."

STORER BROADCASTING COMPANY

"The Public Service Stations"

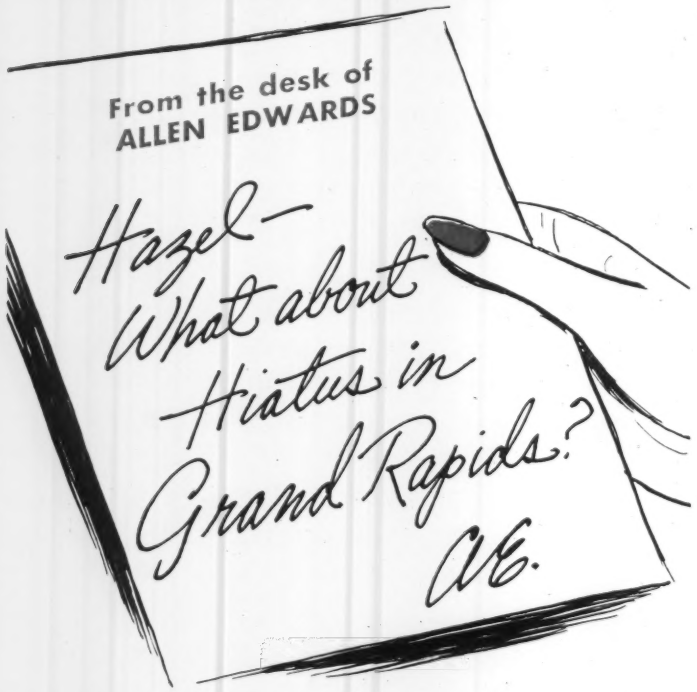
WSPD-TV — Toledo, Ohio
WJBK-TV — Detroit, Mich.
WAGA-TV — Atlanta, Ga.
KEYL-TV — San Antonio, Texas

WMMN — Fairmont, W. Va.
WSPD — Toledo, Ohio
WJBK — Detroit, Mich.
WAGA — Atlanta, Ga.
WWVA — Wheeling, W. Va.
WGBS — Miami, Fla.
WSAI — Cincinnati, Ohio

TOM HARKER, V. P., National Sales Director

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WOODland! AM



Easy on that hiatus, Hazel

Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

IN REVIEW

I MARRIED JOAN

NBC-TV, Wed., 8-8:30 p.m. EST.
Sponsor: General Electric Co.
Agency: Young & Rubicam.
Stars: Joan Davis and Jim Backus.
Producer: Dick Mack.
Associate Producer: Al Simon.
Director: Philip Rapp.
Music: Robert Wagner Chorale.
Director of Photography: Philip Tannura.
Writers: Arthur Stander and Phil Sharpe.
Filmed at General Service Studios, Hollywood by Joan Davis Enterprises.

LONG overdue in this column is a report on NBC-TV's *I Married Joan*, a half-hour Wednesday night telecast exploring the blissful ups and downs of a successful (and sane) lawyer and his Little-Miss-Fixit (and not so sane) wife. The series got under way last October under General Electric Co. sponsorship and has been seen weekly since.

The mainstay of each program is Joan Davis, a versatile — and certainly double-jointed — comedienne who needs no further identification

JIM BACKUS AND JOAN DAVIS
Headaches and Orange Blossoms

for the movie fan or radio listener. And Miss Davis, as the perpetually fouled-up lady of the house in *I Married Joan*, is just as entertaining on TV as she has been in other facets of show business. Her self-inflicted tribulations account in large measure for this light, enjoyable half-hour. Jim Backus, her video spouse, is a capable actor who looks and convincingly plays the husband role. He and Miss Davis work well together.

If there is any one reason why domestic comedy continues to provoke laughter, it is because it deals with a universal idea everyone knows and understands. An audience is encouraged to react favorably to a farcical treatment of a familiar situation such as the one which is the backbone of this series.

The program's theme, as old as matrimony itself, revolves around a scatter-brain young matron who unconsciously promotes one domestic crisis after the other. Luckily she has been blessed with an understanding husband whose sterling trait is the patience of Job. He has long since learned to take his wife's antics in stride. In fact he has progressed to the point where he almost enjoys them. Entrust the repetition of this tale to a competent writer, a director and actors who know their business and the finished product, as exemplified in *I Married Joan*, will draw an audience.

EYE WITNESS

Mondays, 9-9:30 p.m., EST on NBC-TV.
Alternate Week Sponsorship: Pearson Pharmacal Co. (Ennds).
Agency: Harry B. Cohen.
Program Title (3/30): "The Cruel Clinic."
Original Story: Arthur Gordon.
Adapted by Irving Gaynor Neiman.
Director: Perry Lafferty.
Producer: Neptune Productions.
Production Supervisor: Joseph W. Bailey.
Cast: Mercer McLeod, Harry Townes, Eric Dressler.
Set Designer: Syrjala.

THE gory-story theme in its many forms has really been worked over in radio and television. When a new show in this format turns up the big question usually is: "Will it have a new twist?" Since the masters of tension and mystery drama apparently have tried everything, it's always a pleasant surprise if somebody comes up with a unique idea. But *Eye Witness*, which made its TV bow on NBC-TV last Monday, was pretty patterned video material.

"The Cruel Clinic," first episode in the weekly series, had the stock situation, typed characters, trite dialogue and obvious conclusion that you might find in a primer on how to write a TV script. The line of least resistance, which in this case led straight to mediocrity, was followed all the way.

Montgomery Tie-In

A different host will be seen on the program every week in a tie-in promotion with NBC-TV's *Robert Montgomery Presents*. The guest personality on *Eye Witness* on Monday evening will be the star of Mr. Montgomery's show the following week. Ann Rutherford, radio, TV and motion picture actress who introduced the initial *Eye Witness* telecast, testified to the veracity of the narrative about to unfold with a minimum amount of conviction. Any notion the viewer may have had that this contrived tale once really happened was dispelled at the end of the show when the credit list noted that this was an original story.

Pearson Pharmacal Co. has signed for alternate-week sponsorship of *Eye Witness* to sing the praises of Ennds, the chlorophyll product to end *all* chlorophyll products. If you don't go away fully convinced that Ennds are as essential as three meals a day, you can't blame the Pearson firm for not trying.

* * *

BOOKS

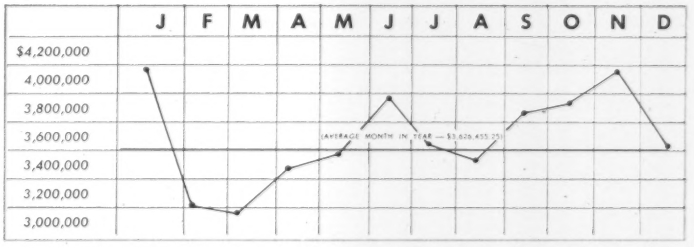
REPORTS ON THE FACILITIES OF MASS COMMUNICATION: Press, Film and Radio, V, 1951. By the United Nations Educational, Scientific and Cultural Organization, 19 avenue Kleber, Paris—16e, and United Nations, New York. 583 pp. $4.50.

ANOTHER volume in the field of communication by UNESCO, this newly-issued paperbound book is a survey on the structure, work and equipment of the news agencies, press, movies and radio in 157 countries and territories. It was begun in 1947 and concluded in December 1951. Originally intended as a study of war damage to communication, the survey later was extended to include countries whose technical equipment in this field is inadequately developed. U. S. administered areas of Alaska, Puerto Rico and the Virgin Islands are included. The survey was made by field workers in 126 countries and by correspondence with 31 others.

WOODland! TV

Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.



Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.

The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

Tom McDermott

on all accounts

TOM McDERMOTT, director of the radio and television department at Benton & Bowles, New York, was not born in a rear office at B&B. It only seems that way.

Mr McDermott has been with the agency since he was old enough to vote and the chances are that if the laws of retroaction (not to mention those of the state) could be stretched a bit, he would have cast that first vote for Edwin Booth, the famous actor. Mr. McDermott is the kind of person who considers his first 19 years spent apart from the theatre as a sign of a wasted youth.

He began the pre-dramatic—or pointless—part of his adult career as a student successively at Columbia and Chicago U. He finally came to his senses—and to the theatre—at Manhattan College, where he majored in dramatics and English and where he secured his MA degree.

During the vacation season at Manhattan he worked as a producer and director in summer stock and in 1941, his first year out of college, he directed a Broadway play called "House in Paris." It ran for a week and critics agreed the only thing worth salvaging was the director.

Benton & Bowles took over the salvaging job and Mr. McDermott took over as director and writer at Benton & Bowles.

In time he was directing the *Prudential Family Hour,* the *Burns and Allen* show, *Glamour Manor* and similar radio programs.

Presently, he supervises the following television shows: *Red Buttons,* sponsored by General Foods; *Captain Video,* also underwritten by General Foods, and *Those Two,* sponsored by Procter & Gamble. He also is in charge of auditioning all new programs.

Mr. McDermott, a native New Yorker, is the son of Michael McDermott, a retired hotel man, and Katherine McDermott. He was born May 27, 1920.

Mr. McDermott is a bachelor and lives at the New Weston Hotel, directly across the street from his office. "It helps," he explains. "Though I'm never at home, still I'm never far from there, either."

Actually, Mr. McDermott is "at home" wherever there is a camera or a microphone—or simply a bare stage with a few memories of previous action and the promise of another day doing exactly what he is doing today. Mr. McDermott's hobby, clearly, is the theatre.

XUM

Put the 3rd dimension into UHF/VHF station planning—

—with RCA *exact scale* MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA's newest UHF and VHF equipment

For UHF and VHF transmitter rooms

40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25 20kw power amplifiers—50kw power amplifiers—input and monitoring equipments—transmitter consoles—power equipment, etc.

For studio and control rooms

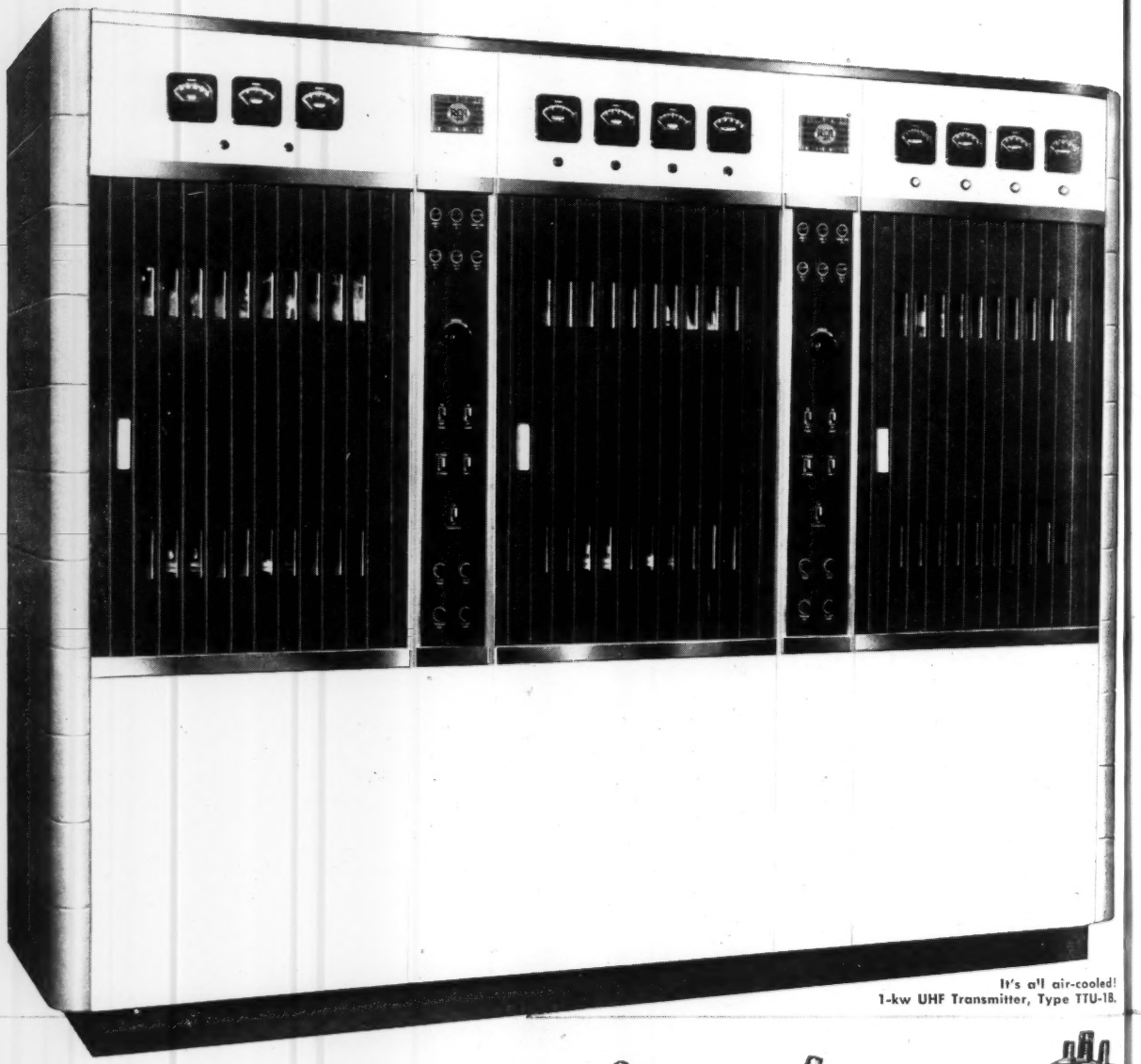
22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.

For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

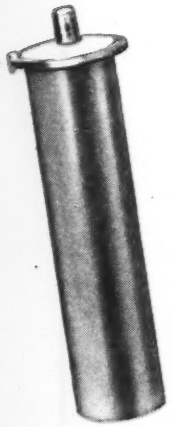
Complete "Package" t



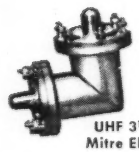
It's all air-cooled!
1-kw UHF Transmitter, Type TTU-18.

UHF
Spring Hanger

UHF 6⅛"
Mitre Elbow



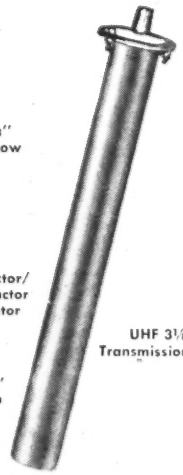
UHF 6⅛"
Transmission Line



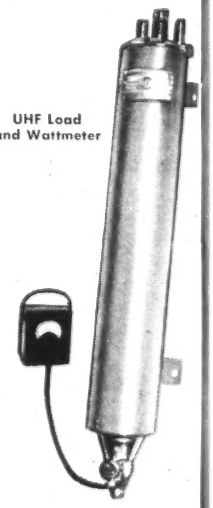
UHF 3⅛"
Mitre Elbow

UHF Connector/
Inner Conductor
and Insulator

UHF 3⅛"
Gas Stop



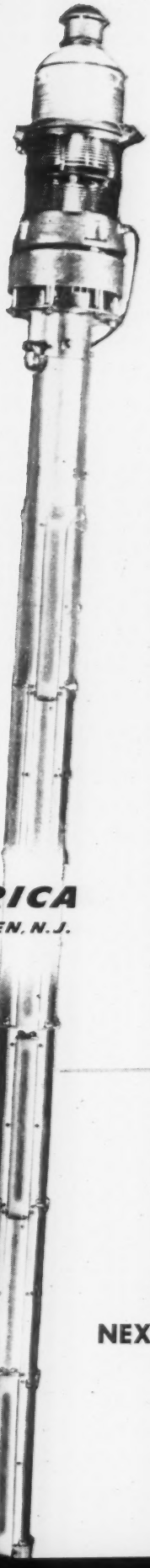
UHF 3⅛"
Transmission Line



UHF Load
and Wattmeter

XUM

"for UHF Transmitter Plants



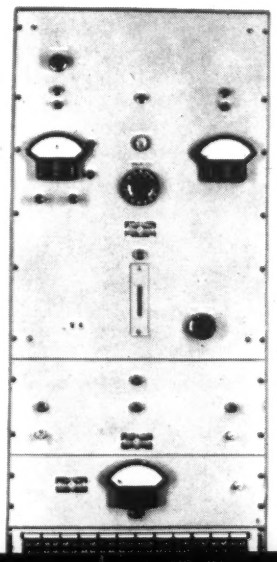
WITH THE UHF EQUIPMENT and accessories illustrated here, you can build a 1-kw UHF plant capable of delivering up to 20 kw, ERP. RCA has the transmitter. RCA has the antenna. RCA has the indispensable accessories needed to complete the installation—transmission line, mitred elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, etc. In short, everything—from ONE responsible manufacturer!

What about a power increase later? The 1-kw transmitter can be used to drive an RCA 10-kw high-power amplifier.

Like this 1-kw package, RCA has UHF combinations to meet power requirements—up to 1000 kw! Your RCA Broadcast Sales Representative can tell you what you'll need for the power you use—show you a practical plan for a minimum outlay. Call him today.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT



UHF Frequency and Modulation Monitors

UHF Vestigial Sideband Filter and Notch Diplexer (Filterplexer)

RCA's high-gain UHF Pylon. The most economical way known to produce high ERP.

SEE NEXT PAGE

SEE THE COMPLETE

1-KW UHF PACKAGE

at

RCA's Planning Headquarters

(Apr. 28 – May 1)

Renaissance Room

NARTB Convention

BILTMORE HOTEL

Los Angeles, Cal.

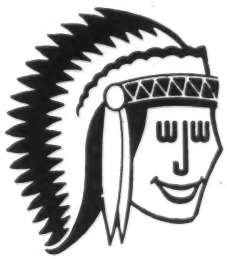
KVTV
Channel 9

The Greater Sioux City Television Market

Available Now

37,097 sets within 0.1 mv line — in 31 prosperous Iowa, South Dakota and Nebraska counties.

Served by Cowles
See your Katz man



CLEVELAND'S
Chief
STATION

WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

OPEN MIKE

ABCs in Demand

EDITOR:

"The ABCs of Radio and Television" in your current issue is a most interesting and helpful outline. It would have permanent value as a brief reference manual. By any chance are you planning to reprint it in the form of a booklet or pamphlet?

W. S. Harvey
Gray & Rogers Adv.
Philadelphia

EDITOR:

Last night I missed all my favorite NBC radio and television shows reading your very informative and interesting "The ABCs of Radio."

This is the story I've been looking for—in one place—for the past four years. Thank you.

If reprints are made available I could easily use 25 copies.

Robert M. Adams
Director of Press and Promotion
WRC-WNBW (TV)
Washington, D. C.

EDITOR:

I thought that "The ABCs of Radio and Television" in your March 30 issue was an excellent summary.

How about making this available in reprint form? If you do, I'd be glad to order some copies. They would be very useful reading for students.

Robert M. Pockrass
Assistant Professor
Dept. of Journalism
Pennsylvania State College

[EDITOR'S NOTE: The article is being reprinted in booklet form and is available at 25¢ for a single copy, $2.25 for 10 copies, $5.50 for 25 copies, $10.50 for 50 copies, and $20 for 100 copies.]

'Music' Hit in S. A., Too

EDITOR:

Congratulations on the ("How to Set Your Sales Talk to Music") article by Phil Davis appearing in B•T Feb 16. It was a pip, and I am going to have it translated to pass along to the lads in the radio department. . . .

Bucky Harris, Radio & TV
Grant Advertising
South America

Who's on First?

EDITOR:

In your issue of March 23 you published a comment by Mr. William S. Halstead on the FM multiplex system announced by Mr. John Bose and myself. Mr. Halstead claims a priority of two and one-half years for the Multiplex Development Corp. and the Crosby Laboratories in the multiplexing of FM signals.

From an article in the November, 1950, issue of *Electronics* describing Mr. Halstead's demonstrations, it is clear that his equipment employed the system of FM multiplexing first used by me on April 22, 1935, when the programs of the NBC Red and Blue networks were transmitted simultaneously on a single carrier from the Empire State Building to Haddonfield, N. J., a distance of 85 miles. The arrangement of apparatus then used was described in my Institute of Radio Engineers paper published in May, 1936, and in my U. S. Patent #2,104,012 issued on Jan. 4, 1938.

While the original system as described in these publications multiplexed facsimile from New York to Haddonfield successfully and worked well on aural transmissions according to the standards of the time, it did not meet the rigid cross-modulation requirements or signal-to-noise ratios of present day FM transmission; hence the new system of transmission was devised. This system, while proceeding from

Time Buyers can save time by using WJBO's booming Baton Rouge market

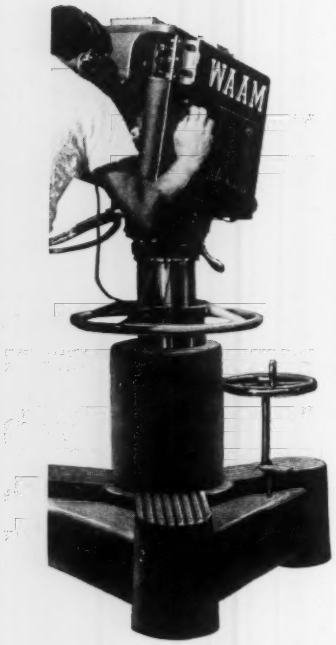
For instance, population is up more than 250% in the last decade.

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

. . . that's what you like about the South

Another Coveted Award to WAAM BALTIMORE CHANNEL 13



In 1950: The Peabody Citation for the "Johns Hopkins Science Revue". . . and now the 1952

Alfred P. duPont Award

To WAAM'S Distinguished Staff Commentator

GERALD W. JOHNSON

QUESTION: Does the fact that WAAM is the only Baltimore television station that has been honored with two major awards mean anything in particular to advertisers and advertising agencies?

We think it does.

The same alert, talented staff that collaborated in producing *two* award-winning programs stands ready to televise *your live program* in America's sixth city.

Don't underestimate the big difference this can make in Results.

The WAAM staff knows how to stage your commercial for maximum effect. And they're always willing and eager to pitch in if you say so.

Drop your Baltimore television problem in our laps and see how successfully we work it out for you.

Maryland's Most Honored Television Station

WAAM Baltimore Channel 13

AFFILIATE DUMONT TELEVISION NETWORK—AMERICAN BROADCASTING COMPANY

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.—NEW YORK—CHICAGO—SAN FRANCISCO

the 1935 work, employs additional principles that provide not only technical solution of the problem but, as demonstrated from the experience of the Alpine transmissions, an eminently practical one as well.

As a matter of historic interest for your readers, some of whom may not be familiar with FM's genesis 20 years ago, the first FM multiplex transmission took place on Oct. 22, 1934, when a facsimile signal furnished by Mr. Charles Young of the RCA Victor Corp. was modulated on a super-audible AM subcarrier and transmitted with an NBC network program from New York to Haddonfield. The April 22, 1935, Red and Blue network transmission multiplexed a super-audible FM subcarrier on the main FM carrier as described in my I.R.E. paper (presented November, 1935).

A paper describing the new method of transmission which has been under development since 1946 will be presented by Mr. Bose and myself before the Radio Club of America. It seems a wise custom (and a long-established one) to describe before a recognized engineering society the technical details of any new radio development so that judgment by the engineering profession may be critically applied.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U.
New York

Hot Damm

EDITOR:

Every once in awhile a radio-television trade publication prints an article which doesn't do the industry any good. In my estimation the piece entitled "How's Your Local TV Future?" in your March 23 issue falls in this class. I find no fault with any attempt to present comparative cost figures, but in this case the basis and method are certainly open to question.

The estimate of TV homes in 1958, at least in our case, is ridiculous. The author uses 409,000 for Milwaukee five years hence whereas our census of sets installed in the area served by WTMJ-TV was 416,706 as of March 1, 1953. How can you reconcile that discrepancy?

In setting up his sets-in-use figures the author arbitrarily uses 40% or 60% of the projected TV homes in each market. With that I have no quarrel *but* then he allocates to each station an equal share of that potential audience. What earthly justification can there be for an even division of audience between the stations in any market? In all the surveys and ratings made in radio and now in television, who ever heard of anything regularly approaching such an even division?

The author may attempt to justify the equal division on the ground that he used the average of the existing rates in each market as the time service cost in that market. Such a procedure is just as unrealistic as the equal division of audience. Anyone who has had any experience in commercial radio or television knows full well that you just can't work with such averages. Each individual station presents a different picture. Stations with higher rates sometimes have large enough audiences to give a lower rate per thousand homes than stations with lower rates, and sometimes the reverse is true. . . .

Walter J. Damm
V. P. & Genl. Mgr.
WTMJ-AM-TV Milwaukee

[EDITOR'S NOTE: As Don W. Lyon, author of the article, pointed out, the tables only illustrated the formula and were not intended to be accurate reflections of market situations.]

WDEF

CHATTANOOGA, TENNESSEE

EFFECTIVE APRIL 7

NBC

WDEF
CHATTANOOGA
NBC

5000 Watts Day and Night

CARTER M. PARHAM, Pres.
KEN FLENNIKEN, Gen'l. Mgr.

REPRESENTED BY BRANHAM

REPRESENTING LEADING TELEVISION STATIONS:

WCSC-TV	Channel	5	CHARLESTON, S. C.
WOC-TV	Channel	5	DAVENPORT
KBTV	Channel	9	DENVER
WBAP-TV	Channel	5	FORT WORTH—DALLAS
KGMB-TV	Channel	9	HONOLULU
WAVE-TV	Channel	5	LOUISVILLE
WTVJ	Channel	4	MIAMI
WCCO-TV	Channel	4	MINNEAPOLIS—ST. PAUL
WPIX	Channel	11	NEW YORK
KSD-TV	Channel	5	ST. LOUIS
KRON-TV	Channel	4	SAN FRANCISCO

FREE&

Pionati

XUM

AY & P REPRESENTS STATIONS

REACHING 26.5% OF ALL TV HOMES!"

If you are interested in facts and figures, we've got 'em for you!

As you possibly know, the top-flight stations at the left offer coverage of 26.5% of all the TV homes in America. This is a rather impressive fact in itself, but only the barest beginning.

On request we will gladly tell you how many *viewers* you can expect from any or all the stations we represent — the areas of viewing, the cost per million or per thousand TV impressions, or almost any other data you wish. And all of it as *accurate* as we conscientiously know how to make it.

E & PETERS, INC.

ionation Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

XUM

IN METROPOLITAN
SAVANNAH
IT ISN'T EVEN CLOSE!

WTOC
leads in over
twice as many
daytime
quarter-hours
as all other
Savannah radio
stations combined

1st in 33 out of 48 quarter-hours. Average rating 61% higher than second station.

Source—Pulse of Savannah, December 1952, covering hours between 6 am and 6 p.m.

WTOC
SAVANNAH

GEORGIA'S SECOND CITY
MEMBER OF THE GEORGIA TRIO
5000 WATTS 1290 KC CBS RADIO
Represented by
THE KATZ AGENCY, Inc.

our respects

to LEONARD HARRY GOLDENSON

LEONARD GOLDENSON, fresh out of law school and unemployed, arrived in New York from Pittsburgh in 1930, at the bottom of the depression, and pounded the streets for nine months. Thus ends the only faltering, or pedestrian, note in his still relatively brief but eminently successful career.

As president of American Broadcasting-Paramount Theatres Inc., Mr. Goldenson today sits at the helm of the new company formed by the mutually pleasing merger of financially strong United Paramount Theatres and financially anemic ABC. He had been president of UPT before—since its formation on Jan. 1, 1950—and it is his intention that ABC, the home broadcasting division of AB-PT, be operated in a manner akin to that employed with the company's numerous theatre-owning subsidiaries.

This is to say that ABC is practically autonomous. Its officers, augmented by a few key executives from the theatre side, have the responsibility for decisions, policies, and results, their actions needing advance AB-PT clearance only on such fundamental matters as capital expenditures, leases, long-term contracts and the like.

This independence accorded ABC implies no lack of interest in, or concern with, the radio and television business. The degree of interest actually involved is suggested, in part, by the millions of dollars AB-PT has committed to ABC expansion and development in the few weeks since the merger went through on Feb. 9, these millions including $7,662,000 of ABC term debt paid off within the first week.

High Enthusiasm for Radio

Mr. Goldenson's enthusiasm for radio is especially high. This medium, he feels, is grossly undersold and is, in fact, a victim of its own practitioners.

"The fact that there are 25-odd million cars with radios—that 90% of the new cars have radios—that radios are outselling television sets—the multiplicity of radio sets within homes—all these things show that radio is an accepted service," he maintains.

"Programming should be tailored to play up to the specialized audiences—the people listening in cars, in the kitchen, in the bedroom, on beaches. The people in the business have been guilty of talking radio down. We must realize what a medium we have, and sell it affirmatively."

Like the specialized programming he advocates for radio, "selective" programming in his view is a must for television. He is convinced that TV audiences become more and more selective and, unless programs keep pace, will cease to be audiences in any valuable sense.

The union of theatre operators and radio-TV operators, he believes, will prove valuable to ABC for a reason not calculable in dollars: Theatre men, dependent for their livelihood upon recognizing and anticipating local tastes and needs, can utilize this grass-roots sensitivity with high effectiveness in radio-TV programming.

Leonard Harry Goldenson was born Dec. 7, 1905, in Scottdale, Pa., the son of Lee and Esther Goldenson. His father owned an investment interest in the local theatre houses, which presumably led to free tickets for young Len and unquestionably led to his infection by the theatre bug.

After Harvard College—he graduated in 3½ years—and a six month term with a Pittsburgh brokerage house, he went through Harvard Law School and passed the Pennsylvania Bar examinations. Then to Pittsburgh for a few months and then the trip to New York, where, history will show, he proved himself more intuitive than the Paramount officials to whom he went first in his quest for a job. They turned him down.

After his nine months of job-looking he accepted a clerkship in a law firm, a prerequisite to law practice in New York.

In 1933 the attorney for the receivers for Paramount Pictures invited him to reorganize the company's New England theatres. He accepted and was on his way. In the fall of 1937 he joined Frank Freeman, then in charge of Paramount's theatre operations, as assistant—a trouble-shooting job that kept him on the move around the U. S. until December 1938, when Mr. Freeman transferred to the West Coast and Mr. Goldenson was asked to look after the theatre interest. He was elected vice president in charge, as well as a board member, in 1941.

This situation prevailed until, as a result of a federal anti-trust suit, Paramount was forced to get rid of its theatre interests. Mr. Goldenson was elected president of United Paramount Theatres, the office he held at the time of the ABC merger.

As an indication of the scope of AB-PT theatre operations, the company owns some 651 theatres outright, has an interest in 57 others, and netted almost $7 million after taxes last year (as UPT, before the merger). It has been consistently active in theatre TV, and, among its other interests, owns 50% of Microwave Assoc. Inc., a small electronics manufacturer.

Mr. Goldenson likes tennis when he has time for it, but his real hobby is almost a profession: The United Cerebral Palsy Assn. He and his wife, the former Isabelle Weinstein, whom he married Oct. 10, 1939, are co-founders of UCP and he is president. A major portion of their time, apart from his AB-PT hours, is devoted to the UCP project, which in its third year, just completed, raised some $4 million to aid those with cerebral palsy.

The Goldensons have three children: Genise, 9; Loreen, 4½, and Maxine, 2½.

SRO

Smash TV box-office! That was the story with every one of these big shows during their first run . . . and it's the same story now that they're again being brought to anxious TV audiences. Here's a real bonanza for local and regional advertisers! An unusual opportunity to cash in on a prestige name show at low cost. A once-in-a-blue-moon chance to send sales zooming as never before. Name your show, name your market . . . and you can just about name your sales ticket. Don't delay . . . contact UTP today! Write or Phone for Complete Details

ROYAL PLAYHOUSE
(Fireside Theatre)
The highest rated dramatic film program in its first run as "Fireside Theatre." Series of 52 half-hours, each a hit. Produced by Bing Crosby Enterprises. Outstanding audience-compelling, sales-building TV series.

COUNTERPOINT
(Rebound)
26 half-hour dramatic suspense shows with tremendous adult appeal; hard-hitting shock and surprise endings. Produced by Bing Crosby Enterprises. Voted "best" by Nat'l Foundation for Psychological Research.

HEART OF THE CITY
(Big Town)
A leader in national ratings. Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Features popular radio-TV characters, crusading reporters Steve Wilson and Lorelei Kilbourne.

GOOD NEWS! "FIRST RUNS" STILL AVAILABLE IN MANY MARKETS...IF YOU HURRY!

3 more great shows from

UNITED TELEVISION PROGRAMS INC.

**standing room only*

New York, 444 Madison Avenue, PL 3-4620 • Chicago, 360 North Michigan, CE 6-0041 • Hollywood, 140 North La Brea, WE 8-9181

Another Reason Why WPTF is North Carolina's Number One Salesman

All-Around Guy . . . SAM BEARD

If you want more sales in North Carolina, Sam Beard's your boy. He's Mister Versatility at WPTF which has more Tar Heel listeners than any other station. His daily quiz show "Time Out" pulls 70,000 letters a year. An Esso Reporter for 11 years, he also does his own 2 PM commentary. He's at ease with the Governor or emceeing the college proms. He's an all-around guy on the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

April 6, 1953 Vol. 44, No. 14

BASEBALL SPONSORSHIP: A $35 MILLION PACKAGE

Upward and upward go the yearly totals involved in radio-TV coverage of baseball. Again this year, B•T runs down the major league and some of the minor league contracts as another season is about to get underway.

MAJOR and minor league baseball will be heard and seen this season over 1,200 radio and nearly a score of TV stations—a $35 million package of play-by-play coverage and adjacent baseball programs.

Supported by TV's increased audience, the baseball clubs will benefit by nearly $5 million from sale of radio and video rights, bringing the excitement and drama of the games into nearly all of the nation's homes and stimulating interest in the sport.

When the major league season opens next Monday in Washington, the game (New York Yankees vs. Washington Senators) will receive nationwide coverage on both radio and TV. Then the season will settle down to a pattern of national and regional coverage of the daily National and American League games plus assorted hookups and individual stations that carry minor league contests.

All-Star Game Coverage

In early July the annual All-Star game will receive nationwide coverage and finally the World Series will wind up the seven-month campaign of pre-season, regular season and post-season competition.

All 16 of the major league teams have sold radio rights. In all but three cities (Milwaukee, St. Louis and Pittsburgh) contracts have been signed for telecasts of games. The TV contracts range from all home games in some two-club cities to around 50 games in Washington.

Dominating the major league sponsors are 14 breweries. Joining them are three tobacco and three oil companies.

Since the Dept. of Justice took a close squint at sports radio-TV contracts a few years ago, the American and National leagues have stayed out of negotiations. All contracts are now signed separately by the individual clubs and the leagues no longer maintain radio-TV offices.

TV Play-by-Play: $3 Million

The national radio setup has not suffered because of TV's impact, judging by a survey of major league cities conducted by B•T. Television still draws frowns from club owners who fear its impact at the gate while enjoying fruits of video rights. TV play-by-play has developed into a $3 million project. Radio is less of a worry to operators of baseball teams, who receive substantial income from sale of these aural rights.

While the total number of radio stations carrying games is probably less than was the case two years ago when Liberty Network was operating, it still is the most important single element in the spring-summer broadcast industry. MBS will repeat its *Game of the Day* on several hundred stations. For the first time MBS has scheduled some 24 minor league games.

Thirty-eight minor leagues embracing 292 clubs will operate this season compared to 43 leagues and 324 clubs a year ago.

200 MBS Outlets for Beer Firm

Falstaff Brewing Co., St. Louis, will sponsor games on 200 MBS stations, through Dancer-Fitzgerald-Sample. An undetermined but large list of stations will carry the MBS games on a local co-op basis. A five-minute post-game feature, *Baseball Scoreboard*, will be sponsored on a Monday-through-Saturday basis over MBS under sponsorship of R. J. Reynolds Co. (Camels, through Wm. Esty Co.), with General Mills as Sunday sponsor (Wheaties, through Knox Reeves).

MBS announcers this season will be Al Helfer, Dizzy Dean, Art Gleeson and Gene Kirby.

Cost of television rights to play-by-play coverage has moved upward. Some complaints of club owners that TV was murdering the gate seem to have subsided and the owners are getting substantial shares of their total income from sale of radio and television privileges.

At the weekend Pittsburgh remained a TV holdout, a situation marked by a one-station problem and a low-rated team. New element in the Pittsburgh situation is WENS (TV), slated to take the air in mid-summer. At that time WDTV (TV), the DuMont station that has had the field to itself for some years, will have its first local competition. Larry H. Israel, with WDTV some time, is a managing partner in WENS as well as vice president-treasurer of the Pittsburgh baseball club. The ball team has repeatedly invited bids on Pirate play-by-play but has never permitted games on TV.

No TV Baseball in St. Louis?

St. Louis, also a single-station market with KSD-TV, carried five games last year but had no plans at the weekend to sign a 1953 contract.

Shift of the Boston Braves team to Milwaukee adds another major league city to radio coverage. Eventually Milwaukee's regional radio hookup may draw stations from the extensive network fed out of Chicago. The Braves received bids for television coverage of away games. Here again the single-station problem was involved and nothing has been done about television. A second station will start soon.

In estimating the value of the radio-TV baseball package, an accepted formula is based on the premise that the total rights-facilities-programming figure is more than double the cost of rights (about $5 million). Including minor leagues, the basic package figure for baseball will run at least $12 million and perhaps reach $15 million.

At this point the adjacencies enter the picture. In a lot of cases the pre-game and post-game programs produce as much or more revenue to stations than the actual play-by-play. Dugout and review programs concededly draw large audiences. On the basis of contracts signed one

FIRST sponsorship of its TV show was announced by Bank of the Manhattan Co., New York, at a banquet. The show, *Happy Felton's Knothole Gang*, will be on WOR-TV New York preceding all 1953 Brooklyn Dodgers home baseball games. At banquet (l to r): Richard Garlock, bank's advertising manager; Wickliffe Crider, Kenyon & Eckhardt vice president and radio-TV director; L. C. Marshall bank's president; Happy Felton, show's m.c.; Dwight Mills, K&E executive committee chairman; Ben La Rue, WOR-TV; Glenn Wiggins, K&E vice president and account supervisor; Robert Kent, bank's assistant advertising manager.

week before opening of the season, station and network adjacencies involve a round figure of nearly $20 million.

Three other elements then enter the picture. First, hundreds of stations sell segments of daily games, complete games or spots inside the games, to local advertisers. This is the case in several hundred stations carrying the MBS *Game of the Day*. Second there is lucrative revenue from sale of assorted spots around the sports package. Finally there is the hard-to-estimate pre-season coverage from training camps.

In the case of TV there are no large network hookups with the exception of a few special contests. Regional feeds come out of several cities.

Some examples of adjacencies are the MBS *Scoreboard*, Frankie Frisch *Clubhouse Interviews* on WPIX (TV) New York and Household Finance *Double-Header Stretch* between Giant doubleheader broadcasts on WMCA.

The season's major league opener next Monday will be carried on ABC-TV network. Falstaff beer (Dancer-Fitzgerald-Sample) will sponsor the game on 18 ABC-TV stations (not including WABC-TV New York). Another 39 ABC-TV stations will carry the opener on a co-op basis. WTTG (TV) Washington, which has a Senators schedule lined up, under National Bohemian beer auspices, will feed the opener to WAAM (TV) Baltimore, American beer; WTVR (TV) Richmond, National Bohemian; WPIX New York, and WNHC-TV New Haven, Ballantine beer.

Atlantic Refining Co., Philadelphia, placing through N. W. Ayer & Son, Philadelphia, has been in baseball nearly a score of years. Its 1953 project is larger than last year. Coverage is concentrated in its eastern marketing area, including New England, New York, Pennsylvania, New Jersey and several other Seaboard states.

For layout of baseball pictures, see page 103.

Atlantic shares sponsorship in such cities as Boston, Providence, Philadelphia and Pittsburgh (see details below). At the weekend the Pittsburgh situation had not been finally worked out. but as usual Atlantic set up will feature Rosy Rowswell and Bob Prince over WWSW Pittsburgh and a score of stations in the tri-state area. In New York State, Atlantic shares radio play-by-play of Yankee games on a large hookup but does not incude New York City.

The New York teams will be covered intensively by radio and TV.

Ballantine beer will sponsor New York Yankee games, home and away, on WINS New York, except the third and seventh innings which will be sponsored by White Owl Cigars. J. Walter Thompson Co. is Ballantine's agency with Young & Rubicam handling White Owl. Commentators are Mel Allen, Jim Woods and Joe E. Brown.

Ballantine and Atlantic White Flash gasoline (N. W. Ayer) will co-sponsor Yankee games on a 29-station network, alternate days. Ballantine again will provide two innings for White Owl. Lehigh Valley Coal Co., through Ruthrauff & Ryan, will sponsor pre-game and post-game quarter-hours. Jeff Davis will handle Atlantic cut-in announcements.

On the Yankee baseball network are:

WROW Albany, WKOP Binghamton, WXRA Buffalo-Kenmore, WCLI Corning, WKRT Cortland, WWHG Hornell, WICY Malone, WALL Middletown, WGNY Newburgh, WSLB Ogdensburg, WEAV Plattsburg, WKIP Poughkeepsie, WVET Rochester, WNBZ Saranac Lake, WNDR Syracuse, WRUN Utica, WDLA Walton, WATN Watertown, WLAD Danbury, WKNB Hartford-New Britain, WAVZ New Haven, WBEC Pittsfield, WACE Springfield, Mass., WKBI St. Mary's, Pa., WATS Sayre, Pa., WQAN Scranton, WVPO Stroudsburg, WLYC Williamsport and WSKI Montpelier, Vt.

All 154 Giants games will be sponsored on WMCA by Liggett & Myers, through Cunningham & Walsh, with Russ Hodges and Ernie Harwell at the mike. A quarter-hour, *Double Header Stretch*, has been sold to Household Finance Corp. through Needham, Louis & Brorby. A Giant radio network under Liggett & Myers sponsorship thus far includes nine stations.

WMGM will carry Brooklyn Dodgers games with Schaefer beer and American Tobacco Co. (Lucky Strike) as sponsors. BBDO handles both. Red Barber, Vince Scully and Connie Desmond will announce. A Dodger network was used last year but has not been set up thus far.

Television coverage of Yankee home games will be carried on WPIX (TV) by Ballantine beer (J. Walter Thompson Co.). Mel Allen, Jim Woods and possibly Joe E. Brown will do play-by-play. The last-named will do pre- and post-game features for R. J. Reynolds Tobacco Co. for Camel and Cavalier cigarettes through Wm. Esty & Co.

Cigarette Firm Sponsors Giants

WPIX also will telecast Giants home games. Liggett & Myers will sponsor, through Cunningham & Walsh. Russ Hodges and Ernie Harwell will announce.

Brooklyn Dodgers home games will be telecast on WOR-TV by Schaefer and Lucky Strike. Adjacent features have been sold to Associated Oil Co. (Lennen & Newell) and Bank of Manhattan Co. (Kenyon & Eckhardt).

Frankie Frisch, former big-league baseball player and manager, will star in a 10-minute post-game show, *Clubhouse Interviews*, after all Giant home games on WPIX starting April 16. Show will be sponsored by New York Lincoln-Mercury Dealers Assn., composed of 90 dealers in the New York metropolitan area, through Kenyon & Eckhardt, N. Y.

WNHC-TV New Haven has made arrangements to carry weekend home games of the Yankees and Dodgers on feeds from WPIX New York (Yankees) and WOR-TV New York (Dodgers). Dodger games are co-sponsored by American Tobacco Co. (Lucky Strike) and Schaefer beer, both through BBDO.

Atlantic Refining Co. (N. W. Ayer & Son), Narragansett Brewing Co. and Liggett & Myers Tobacco Co. (both Cunningham & Walsh, Boston) will share all Boston Red Sox games on WHDH Boston which in turn will feed a 36-station New England network under same sponsorship. Pre-game and post-game features totaling over $110,000 have been sold.

WNAC-TV and WBZ-TV Boston will share the Red Sox games, with WJAR-TV Providence as part of the project.

Starting last Wednesday, Kaiser-Frazer Corp. is sponsoring 32 segments of *Today* on NBC-TV with baseball as a sales motif. A baseball contest will open April 20, with autos included among prizes. Agency is William H. Weintraub & Co., New York.

Coverage of the Washington Senators will reach record proportions this season. National Brewing Co. will co-sponsor the complete schedule with Phillips appliance stores on WWDC Washington. The two sponsors will divide each game into two segments on a rotating basis. Norman Almony, National's advertising director, is directing the project. Agency is Kenyon & Eckhardt, New York, for National's Bohemian beer. Cohen & Miller, Washington, is the Phillips agency.

WWDC will key a 30-station daytime network reaching into Pennsylvania, Maryland, West Virginia and Virginia, with possibility that a North Carolina leg will be added. A small hookup will carry night games. National is making the game available to network stations on a 4½-inning basis, with the other half of the contest available for local sale.

47 Senators' Games on TV

National will telecast 47 Senators games on WTTG (TV) Washington, with 23 of the games away. The purchase of Senators' radio-TV rights is reported to have been a quarter-million-dollar package on a two-year basis. Announcers will be Arch McDonald, Bob Wolff and Bailey Goss on both radio and television.

Stations on the Senators' radio hookup are: Maryland—WFMD Frederick, WARK Hagerstown, WKIK Leonardtown, WCUM Cumberland, WASA Havre de Grace, WASL Annapolis, WCEM Cambridge; Virginia — WFVA Fredericksburg, WTON Staunton, WNNT Warsaw, WSTK Woodstock, WINC WRFL (FM) Winchester, WANT WRVB (FM) Richmond, WREL Lexington, WVEC Hampton, WLVA Lynchburg, WRIS Roanoke, WEVA Emporia, WCHV Charlottesville; West Virginia—WKYR Keyser, WEPM Martinsburg; Pennsylvania—WARD Johnstown, WHVR Hanover.

American Brewery, Baltimore, will telecast 46 Senators games, home and away, on WAAM (TV) Baltimore. American's agencies are Kuff & Feldstein and Elmer B. Free, both of Baltimore. No Senators games will be telecast on WAAM when the Baltimore Orioles are playing at home. Baltimore radio-TV stations and civic groups are conducting an intensive promotion drive in cooperation with the Orioles to stimulate fan interest in the minor league team following recent failure of the St. Louis Browns to move to the city.

Orioles on WITH

American also is sponsoring the complete Orioles schedule on WITH Baltimore. Out-of-town games will be reconstructed. WITH will feed the games to WNAV Annapolis. Radio rights are said to involve over $60,000.

WMAR-TV Baltimore will telecast 25 home games of the Orioles on Thursday nights and Sunday afternoons. Gunther Brewing Co., Baltimore, is sponsor. The account is placed through Biow Co.

Miller Brewing Co. has signed a five-year pact for radio rights to all Milwaukee Braves games. Unusual feature is the joint origination of games by WTMJ and WEMP-AM-FM, with WTMJ feeding supplemental regional network coverage involving 10 to 15 stations in Wisconsin, Upper Michigan and Minnesota. Price of the package was not disclosed, but it

Tight Schedule

TITLE of most-baseball-minded station is claimed by KSFO San Francisco, which has 334 games on its 1953 schedule. KSFO will carry MBS *Game of the Day*, starting as early as 10:30 a.m. under Falstaff Brewing Corp. sponsorship Monday through Saturday. KLOK San Jose will carry Sunday MBS games.

Seals games are heard at 1:25 p.m. Wednesday, Saturday and Sunday, and 8:10 p.m. Tuesday, Thursday and Friday. Lucky Lager Brewing Co. co-sponsors Seals broadcasts. Don Klein voices Seals action for the fifth year. The Seals season opened last Tuesday.

was understood to exceed $1 million. Miller account is handled by Mathisson & Assoc., Milwaukee.

The Braves rejected bids for TV coverage, though it was reported that WCAN had offered $1 million for radio and TV privileges. WCAN-TV is scheduled to begin operation on Ch. 25 soon.

Tentative station lineup on Braves' games includes, in addition to WTMJ and WEMP: WISC Madison, WNAM Neenah, WCRO Richland Center, WKTY La Crosse, WOSA Wausau, WLIN Merrill, WDSM Superior and others in smaller communities not yet set.

Earl Gillespie, WEMP, and an announcer from WTMJ, will handle commentary, with road broadcasts live. WEMP has carried Milwaukee Brewers contests for 13 years and has been airing Braves exhibition games.

Eventually, many Wisconsin outlets now carrying some Chicago Cubs games through the Midwest Baseball Network are expected to cover the Braves, though the Cubs network is slated to remain substantially intact through this year [CLOSED CIRCUIT, March 30].

Braves Not on TV

Braves owner Lou Perini had indicated earlier that only Braves' road contests would be televised if station time and sponsor arrangements could be worked out. He finally turned down all TV, though Miller Brewing Co. and others reportedly were interested.

Walter Damm, general manager of WTMJ-AM-TV, had told B•T earlier it was questionable whether WTMJ-TV would carry any road games because of network clearance and time problems.

WTMJ-AM-TV will carry four remote simulcasts April 8 when the Braves team arrives in Milwaukee.

WGN-TV Chicago, for the sixth consecutive year will telecast all daytime home games of the Cubs and White Sox on exclusive basis. Co-sponsors are Theodore Hamm Brewing Co., through Campbell-Mithun, Minneapolis, and Liggett & Myers Tobacco Co. (Chesterfield cigarettes), through Cunningham & Walsh, New York.

The schedule does not include night games —the Cubs are the only major league team without lighting equipment and the Sox have adopted a policy, like some other clubs, against night telecasts. Jack Brickhouse and Harry Creighton will describe the games, starting with the city series April 10.

Cubs on 15 Outlets

L & M again will sponsor radio coverage of Cubs home and road games on WIND Chicago, independent outlet, with Bert Wilson handling commentary. The broadcasts also will go out over 14 other stations comprising the Cubs network.

Radio coverage of all Sox games will be sponsored on WCFL Chicago by General Cigar Co. (White Owls), through Young & Rubicam; Sinclair Refining Co., through Morey, Humm & Johnstone, and General Finance Loan Co., through Gordon Best Co. Bob Elson will announce all games, traveling with the team. Sponsorship will be on a rotating basis, it was understood.

As in Milwaukee, station, time and sponsor problems—not to mention indecision of club owners—may conspire to keep the Browns and Cardinals off local TV in St. Louis, another single-station TV market.

Griesedieck Bros. Brewery Co. for the ninth year has radio rights to all Cards home and away games, on WIL, which will feed a special network of perhaps 100 stations. Agency for Griesedieck is Ruthrauff & Ryan, Chicago.

George Burbach, general manager of KSD-TV St. Louis, told B•T that while some advertisers had shown interest in TV coverage, "no agreement has been signed yet." He said KSD-TV would be willing to carry some games depending on dates, time and sponsorship. The station carried five games last year.

Griesedieck's radio coverage of Cards' games is not clashing in any way with the fact that the team is owned by the rival Anheuser-Busch Co. Griesedieck has first refusal rights on TV coverage.

Browns on KMOX

Complete Browns' home and away schedule will be broadcast by KXOK and, occasionally for certain games, by KMOX in St. Louis, it was understood. Falstaff Brewing Corp. will pick up the radio tab, with plans set for a network of stations in Illinois, Missouri and Iowa, according to a Falstaff official. This would be similar to last year's schedule. Falstaff, represented by Dancer-Fitzgerald-Sample, New York, plans partial regional coverage of Chicago Cubs games, MBS' Game-of-the-Day and a 16-station TV hookup for the New York Yankees-Washington Senators opening day clash.

The Milwaukee and St. Louis situations pose what may prove to be a major league problem. A blackout of local television could have a major effect on individual reciprocal agreements among National League clubs. Under league policy, such agreements provide that the visiting club may share in home TV receipts. Whether the Braves have signed such pacts is not known. The Cards reportedly have concluded agreements with at least four other clubs and are negotiating for one with still another.

May Upset Reciprocal Agreements

The American League has no such policy, a fact which stirred up a storm involving Browns' owner, Bill Veeck, and Eastern Division teams. Mr. Veeck wanted the Browns to share in TV road receipts but capitulated the past fortnight. In any event, it is conceded that in one-station TV markets this could possibly upset reciprocal agreements in the National League.

WJBK and WJBK-TV will carry Detroit Tigers games, with sponsorship by Goebel's beer (Brooke, Smith, French & Dorrance) and Speedway Petroleum Corp. (W. B. Doner Co.). WJBK will broadcast a complete 154-game schedule, feeding a regional network of about 30 stations in Michigan and parts of Ohio and Indiana. Van Patrick and Dizzy Trout will do commentary. WJBK-TV will carry some 35 weekday home games under a policy which bars TV on weekends, holidays and at night. WJBK has been carrying baseball for some years.

Burger Brewing Co. will sponsor radio broadcasts of Cincinnati Reds' home and road games on both radio and TV, with Midland Adv. Agency handling the account. Contract calls for 26 weekday home games on WCPO-TV, which will feed WHIO-TV Dayton, WLWC (TV) Columbus and WSAZ-TV Huntington, W. Va. WCPO radio will serve as originating outlet for some 30-plus outlets in Ohio, Indiana, West Virginia and Kentucky. Waite Hoyt, WCPO sports director-announcer, and Bob Gilmore will describe contests.

All Indian Home Games Telecast

WXEL (TV) Cleveland will telecast the entire 77-game home slate of the Indians, with Pfeiffer Brewing Co. picking up the bill. Agency is Maxon Inc. Additionally, WXEL may pick up perhaps a half-dozen out-of-town games and will feed WHIO-TV Dayton, WSPD-TV Toledo and WTVN (TV) Columbus. Bob Neal and Red James will describe games.

WERE has radio rights, as in past years, to the full home and road schedule of the Indians, with Standard Brewing Co. (Erin Brew) as sponsor. Agency is Gerst, Sylvester & Walsh, Cleveland. Jimmy Dudley will handle commentary. Plans for a 30-station regional network feed throughout Ohio, New York State and Pennsylvania are underway. This is the fourth year of Indian coverage for WERE and Standard.

Tulsa Oiler baseball will have its video debut May 12 on KOTV (TV) Tulsa, according to Grayle Howlett, club president, and John Hill, KOTV commercial manager. The seven-game series will be sponsored by Hamm Brewing Co., St. Paul, and will bring games of six clubs. Bill Sheil, KOTV, will do play-by-play with Mr. Howlett as guest commentator.

CONTRACT for sponsorship of Orioles games on WITH Baltimore is signed by American Brewery. At signing were (seated, l to r): Claude FitzSimmons, American Brewery president, and R. C. Embry, WITH vice president. Standing, Leiter FitzSimmons, of American; Martin Mirvis, WITH salesman, and Nick Campofreda, sportscaster.

ESTY SOLICITS 10% SPOT DISCOUNT

Following lead of Whitehall Pharmacal Co. for Anacin, William Esty agency solicits station representatives by letter for stations willing to give a spot client—not yet revealed—a 10% discount on radio spots for a guaranteed summer-long contract.

THE SPOT rate structure, already invaded by "midgets" and corroded by discount demands, was threatened further last week, B•T learned, as a leading New York agency canvassed station representatives for a list of stations willing to extend to "all" advertisers a 10% discount in return for a non-cancellable April-to-September contract.

The canvass was made in a letter from the William Esty Co., signed by Richard Grahl, radio timebuyer for the agency. The letter made no mention of the specific advertiser for whom the agency is soliciting the discount, but Esty's list is known to include the following spot clients: Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco Co. (Camel and Cavalier cigarettes) and National Carbon Co.

Only 4 Stations Favorable

The letter—which in fact asked if the stations would extend the discount to "all advertisers"—obviously was referring to the precedent achieved by the Whitehall Pharmacal Co. for Anacin [B•T, March 23]. The Esty letter was sent to about 35 station representatives. At least 30 are reported to have responded, with only four stations indicating they would give the 10% discount for the firm contract. All the other stations, through their representatives, were reported to have said they would not grant the discount.

The Esty agency felt it was defending its clients by canvassing the possible rebate. In effect the agency feels that if such a deal is granted to one advertiser it should be done for all advertisers—in fact, is required by the standard AAAA contract. Universal acceptance of the Anacin offer thus would establish, in effect, a new summer spot rate.

Meanwhile, John F. Murray Adv., the Whitehall agency for Anacin, reportedly has achieved "an appreciable percentage of stations that have agreed" to grant the discount on those terms. B•T estimates that at least three quarters of the estimated 150 stations being used have not made the discount. The latter stations carrying the spots have a two-week cancellation clause. Thus, if Anacin should need the money for a network show it might cancel those contracts.

In explaining their position, the Anacin people maintain the 10% is an equitable bonus for the advertiser freezing his money on those outlets for that length of time. Moreover, it is in the nature of a bonus to those stations which normally suffer a slump in the hot weather period covered by the contract.

Most of the outlets employed by Anacin in this campaign are high-powered stations in major markets.

Distributor Convinced

TELEVISION apparently can sell a product to the distributor as well as to the consumer. KKTV (TV) Colorado Springs reported last week that Meadowgold Ice Cream's sponsorship of the *Gene Autry* Show on the station, presented locally by "Sheriff Jim," resulted in a decision by the Grove Drug Store chain in Southern California to carry Meadowgold exclusively in its outlets. Commented drug chain owner Art Groves: "After watching the sales results obtained by the 'Sheriff Jim' commercials on the Meadowgold television show, I just can't afford not to go along with 'Sheriff Jim'."

Advertising Trades Fair

ADVERTISING Trades Institute, New York, has announced an all-advertising-trades exposition to be held at New York's Hotel Biltmore June 9-10. Titled "The Advertising Essentials Show," the trade fair has been established exclusively for advertising executives and buyers of advertising materials. Exhibit space is being provided for professions which service the advertising field, including film producers, photographers, art services and display producers. Each exhibitor will be given an opportunity to display latest advances in facilities serving the industry.

OBVIOUSLY pleased at opening of Liller, Neal & Battle offices in New York are (l to r): James L. Battle, partner, agency's Atlanta office; William W. Neal, partner; Robert Kane, account executive in charge of New York office; John Wyatt, partner, Wyatt & Schuebel, radio-TV department of LN&B, and Reggie Schuebel, W&S partner.

New Ad Agency Established As Platt, Zachary & Sutton

Mr. Zachary **Mr. Sutton**

FORMATION of a new advertising agency, Platt, Zachary & Sutton Inc., with offices at 7 East 44 St., New York, and 31 Providence St., Boston, was disclosed last week.

Mr. Platt

Rutherford Platt, agency president, said that the 28-year-old Platt-Forbes agency with its employes is being merged into the new company. Partners with Mr. Platt are George G. Zachary, who has resigned from Lennen & Newell, and Felix M. Sutton, from Grey Advertising.

Some of the accounts with which P Z & S begins operation are Howe Folding Furniture, National Distillers Products Corp., Oxo Beef Cubes and Fluid Oxo, Paterson Parchment Paper Co., Robinson Aviation Inc., and Selchow & Righter Co.

Manufacturers Urged to Aid Merchandising Effort

ADVERTISING agencies and manufacturers were advised Wednesday by Max E. Buck, director of advertising and merchandising for WNBC-WNBT (TV) New York, to cooperate with retailers on merchandising plans and not to indulge in a practice he called "mooch-andising."

In a talk before the Merchandising Club of New York, Mr. Buck drew upon his experience as sales and advertising manager of the Kings super market chain in northern New Jersey to hammer home the point that manufacturers and agencies, as well as retailers, should be "generous in terms of ideas, work and splitting the cost of promotion."

Mr. Buck was critical of special "deal packs," which he said some manufacturers offer to consumers, such as "buy one package at regular price and get the second package for five cents," adding:

"When a retailer sells two packages, he's entitled to two profits. When you charge him five cents for the second package and expect him to sell it for five cents, you are cheating him of the money it cost him to handle, warehouse, ship, display and sell it. And he isn't fooled by hysterical claims about the traffic-building value of such deals. He knows that whatever value the deal has will be neutralized by his competitor who has the same thing."

RADIOS IN CARS SELL IOWA MEN!

63.7% LISTENED TO THEIR CAR RADIOS TODAY!

"I heard about it in the car, this morning". That's a familiar phrase, anywhere in America — and *more* than familiar in Iowa.

Out here, automobiles are used more than you probably realize. There are no subways or commuter trains in Iowa. More than 58% of all Iowa families own radio-equipped cars. The 1952 Iowa Radio-Television Audience Survey shows that 63.7% of the men stated that they "used the car radio today". Twice as many men "listen most" to Station WHO, than to the next Station.

This is a plus-audience that radio, *and radio alone*, gives you in Iowa. It is an especially *good* audience because a large part of it hears your message while traveling to the store where your merchandise is sold.

If you have not yet received your copy of the 1952 Survey, write us or ask Free & Peters. Hundreds of advertising men call it *the most valuable book in their data files.*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Absentee Buyers

CONSIDERABLE advertising on Canadian radio and TV is placed through U. S. advertising agencies, according to a survey of national business placed on Canadian stations. Almost 700 national advertisers are using Canadian broadcast stations, and their advertising was placed by about 150 agencies. Of these, about 85 have offices in Canada, either as Canadian agencies or branches of American agencies. Nearly 25 American agencies now have one or more offices in Canada.

Samish Leaves DF&S; Kabaker Goes to New York

ADRIAN SAMISH, vice president and director of radio and TV, Dancer-Fitzgerald-Sample, New York, for the past seven years, has resigned, it was announced last Tuesday.

Mr. Samish feels his time should be concentrated entirely on building radio and television programs. His future plans were not announced, however.

Alvin Kabaker, vice president in charge of the Hollywood office of DF&S, is moving to New York and will head the programming department. He has been with the agency for the past 15 years, five spent in the Hollywood office supervising radio and television programs there.

NEW BUSINESS

(Also see pages 104-105 for earlier NEW BUSINESS news)

Spot

Charles Antell Inc. (hair preparations) to sponsor RCA Recorded Program Services' *Aunt Mary*, syndicated daytime serial, on WIRE Indianapolis and WCAE Pittsburgh (quarter-hour, five times weekly). Agency: TAA Inc., Baltimore and N. Y.

Flo-Ball Pen Corp., L. A., starts radio-TV spot announcement campaign in Chicago and Milwaukee the end of April for two weeks. Agency: BBDO, L. A.

The Ethyl Corp., N. Y., will sponsor a quarter-hour TV sports show produced and distributed by Screen Gems Inc., called *The Big Playback* effective May 15, in approximately 35 markets. Time will be bought on regional basis. Agency: BBDO, N. Y.

Frawley Corp., Culver City, Calif. (Paper-Mate pens), renews spot announcement schedule on KECA-TV, KNBH (TV), KNXT (TV) and KTLA (TV) Hollywood, for 52 weeks from week of April 13. New campaigns have started in Milwaukee, Cincinnati, Detroit and Houston. Agency: Erwin, Wasey & Co., L. A.

Network

Pet Milk Co., St. Louis, to sponsor *Ted Mack's Original Amateur Hour* on NBC-TV, Sat., 8:30-9 p.m., effective April 25. Program replaces *All Star Revue* on 53 stations live and by kinescope on seven additional stations. Agency: Gardner Adv., St. Louis.

Kaiser-Frazer Corp., in addition to its spot campaign [B•T, March 30] effective April 1 launched its spring drive on behalf of the Kaiser car, using participations on *Today* on NBC-TV, 7-9 a.m., EST and CST. Agency: William H. Weintraub Co., N. Y.

NETWORKS' RADIO-TV GROSS SALES EXCEEDS $28.5 MILLIONS IN FEB.

Publisher Information Bureau figures disclose that this represents less than a 1% gain over the previous February. Also released by PIB are further breakdowns of the January 1953 network billings for radio.

GROSS TIME sales of the nationwide radio and TV networks in February amounted to $28,579,838, according to Publishers Information Bureau. Figure is nearly the same (plus 0.7%) as for February 1952 when the combined gross was $28,374,497.

Network radio gross billings dropped 6.6%, from $13,560,894 in February 1952 to $12,659,810 this February. TV gross in the same period rose 7.5%, from $14,813,603 a year ago to $15,920,028 this year.

For the January-February period the combined radio-TV network time sales are 3% ahead of the opening two months of last year —$59,732,913 in 1953 to $57,965,567 in 1952. The 5.5% drop in radio network gross—from $28,080,405 a year ago to $26,537,525 this year—was more than offset by the rise of 11.1% in TV network gross—$33,195,388 now compared with $29,885,162 then.

PIB data for February and January-February, radio and TV, network by network, this year compared to last, show:

NETWORK RADIO

	Feb. 1953	Feb. 1952	Jan.-Feb. 1953	Jan.-Feb. 1952
ABC	$2,538,663	$3,177,970	$5,213,285	$6,479,449
CBS	4,670,089	4,788,507	9,826,493	9,949,904
MBS	1,638,075	1,600,399	3,424,209	3,299,681
NBC	3,812,983	3,994,018	8,073,538	8,351,371
Total	$12,659,810	$13,560,894	$26,537,525	$28,080,405

NETWORK TELEVISION

ABC	$1,481,032	$2,148,467	$3,085,924	$4,168,928
CBS	6,744,928	5,103,043	13,874,154	10,177,686
DuMont	873,539	748,544	1,856,333	1,465,692
NBC	6,820,529	6,813,549	14,378,977	14,072,856
Total	$15,920,028	$14,813,603	$33,195,388	$29,885,162

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	†$2,674,622	†$5,156,404	$1,786,134	$4,260,555	†$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,812,983	12,659,810
Total	$5,213,285	$9,826,493	$3,424,209	$8,073,538	$26,537,525

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMont	NBC	Total
Jan.	$1,604,892	†$7,129,226	†$982,794	†$7,558,448	†$17,275,360
Feb.	1,481,032	6,744,928	873,539	6,820,529	15,920,028
Total	$3,085,924	$13,874,154	$1,856,333	$14,378,977	$33,195,388

† Revised March 31, 1953.

Women's Selling Power

A SURVEY has been undertaken by the New York chapter of American Women in Radio & Television to determine the selling power of women in both radio and television. A project of the organization's industry study group, the survey was described as the "first step in a program to determine the influence of women in broadcasting, particularly the problems of daytime programming." Chairman of the study group is Helen Faith Keane, associate professor of retailing, New York U. The group has sent questionnaires to women broadcasters and expects to make results public by the end of May.

Census Releases TV Figures

OFFICIAL U. S. Census Bureau figures on radio and TV homes as of April 1950 in California, New Jersey and Tennessee have been released by the bureau. They show radio and TV homes as of April 1950. The TV figures (only percentage saturation is shown) apply to a period when only 5 million sets had been manufactured compared to 22 million TV sets at the present time. [For complete tables see FOR THE RECORD, page 111].

Earlier, PIB had released figures on January 1953 billings for radio networks. These show:

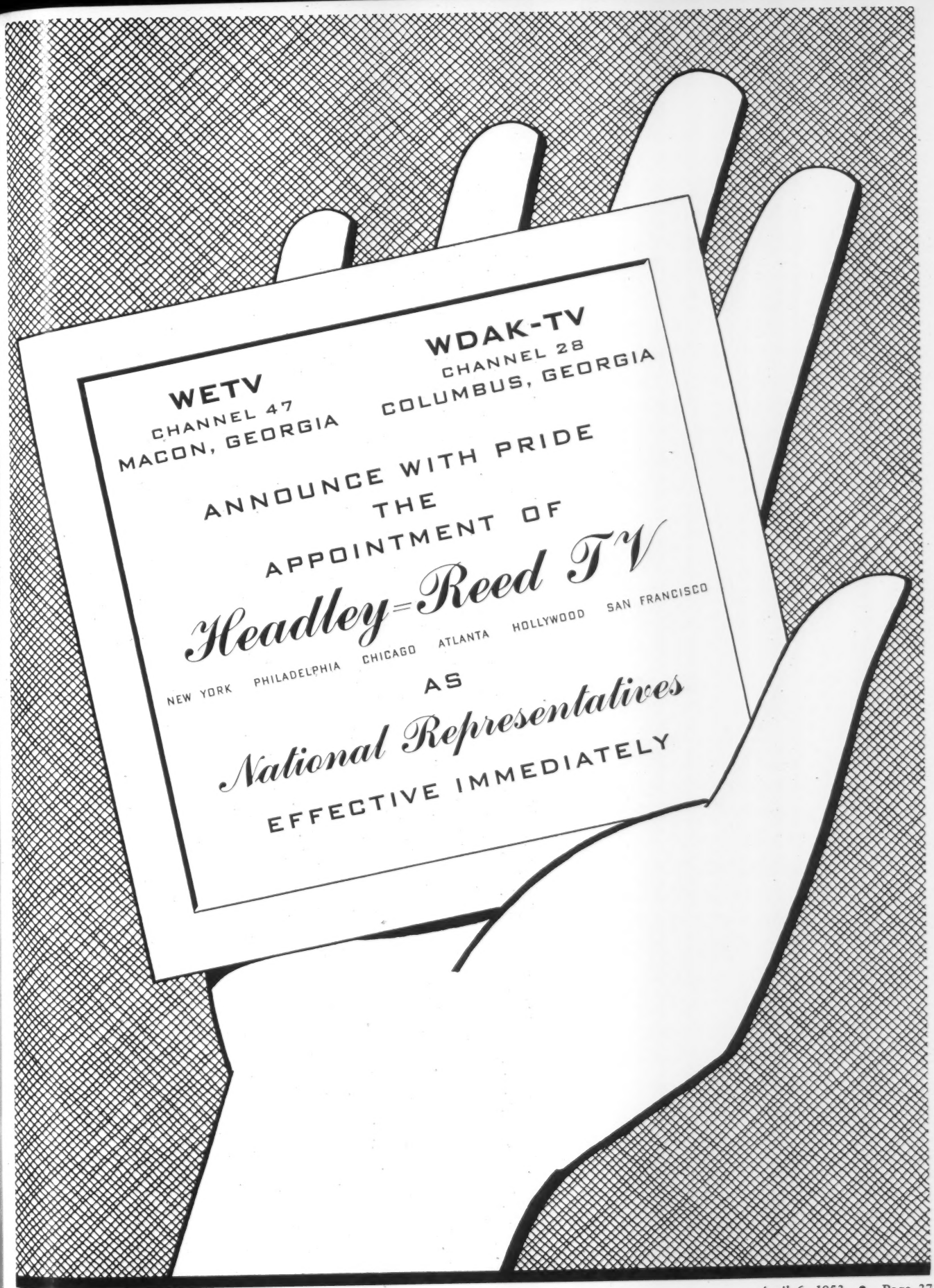
TOP TEN RADIO NETWORK ADVERTISERS IN JANUARY 1953

1	Procter & Gamble Co.	$1,162,515
2	General Foods Corp.	637,612
3	Miles Labs.	592,210
4	Sterling Drug	539,738
5	General Mills	538,243
6	Gillette Co.	519,058
7	Colgate-Palmolive-Peet Co.	424,738
8	R. J. Reynolds Tobacco Co.	364,553
9	Lever Brothers Co.	357,643
10	P. Lorillard Co.	353,509

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS

	January 1953	January 1952
Agriculture & Farming	$ 107,317	$ 59,987
Apparel, Footwear & Access.	82,705	23,405
Automotive, Automotive Access. & Equip.	598,107	406,608
Beer, Wine & Liquor	81,249	198,268
Building Materials, Equip. & Fixtures	71,650	72,676
Confectionery & Soft Drinks	246,220	547,130
Consumer Services	213,139	170,730
Drugs & Remedies	1,782,293	1,890,958
Food & Food Products	3,264,159	3,411,771
Gasoline, Lubricants & Other Fuels	445,538	474,508
Household Equipment	640,196	351,522
Household Furnishings	203,592	109,362
Horticulture	1,188	
Industrial Materials	148,437	216,403
Insurance	157,858	343,948
Jewelry, Optical Goods & Cameras	78,900	91,380
Office Equipment, Writing Supplies, Stationery	66,580	81,125
Publishing & Media	16,062	61,150
Radios, TV Sets, Phonographs, Musical Instruments & Access.	282,024	106,776
Retail Stores	1,236	948
Smoking Materials	1,295,189	1,770,437
Soaps, Polishes & Cleansers	1,191,727	1,556,733
Toiletries & Toilet Goods	2,429,711	2,076,320
Transportation, Travel & Resorts	63,196	91,312
Miscellaneous	409,442	364,482
Total	$13,877,715	$14,477,939

Source—Publishers Information Bureau


WETV
CHANNEL 47
MACON, GEORGIA
WDAK-TV
CHANNEL 28
COLUMBUS, GEORGIA
ANNOUNCE WITH PRIDE
THE
APPOINTMENT OF
Headley-Reed TV
NEW YORK PHILADELPHIA CHICAGO ATLANTA HOLLYWOOD SAN FRANCISCO
AS
National Representatives
EFFECTIVE IMMEDIATELY

New notch for a top-notch audience!

WHIO-TV has moved to *channel* 7

Channel 7 now brings WHIO-TV into every television home in this rich Miami Valley, and everybody out here knows it! Here's something they don't know yet: WHIO-TV boosts its power to 316,000 watts in September and starts sending from the tallest television tower—1104 feet—in the country. Everything else is the same. Still the top audience in Dayton—still one of the richest markets—still one of the best buys you can find. Ask a George P. Hollingbery representative and find out more.

CBS

ABC-DUMONT

whio TV AM FM

DAYTON OHIO

'Lucy' Away Out in Front In Nielsen's March TV Report

A. C. NIELSEN Co.'s first report for March, covering top TV programs for the two weeks ending March 7, places *I Love Lucy* (CBS-TV) first both in the number of homes reached and in the percentage of homes reached in each station area. The listings:

Rank	Program	(000)
1	I Love Lucy (CBS)	15,776
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	10,797
3	Colgate Comedy Hour (NBC)	10,751
4	Dragnet (NBC)	10,464
5	Texaco Star Theatre (NBC)	10,288
6	Buick Circus Hour (NBC)	9,902
7	You Bet Your Life (NBC)	9,817
8	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	9,556
9	Pabst Blue Ribbon Bouts (CBS)	9,147
10	Gillette Cavalcade (NBC)	9,027

% OF TV HOMES REACHED

Rank	Program	Homes %
1	I Love Lucy (CBS)	72.6
2	Arthur Godfrey's Scouts (CBS)	59.3
3	Texaco Star Theatre (NBC)	58.2
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	52.6
5	Dragnet (NBC)	52.6
6	Buick Circus Hour (NBC)	50.8
7	Colgate Comedy Hour (NBC)	49.8
8	Gillette Cavalcade (NBC)	45.8
9	You Bet Your Life (NBC)	45.4
10	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	44.8

Copyright 1953 by A. C. Nielsen Company

Benny, Godfrey and 'Shadow' Top Multi-Market RadioPulse

THE *Jack Benny Show*, Arthur Godfrey and *The Shadow* took first place in popularity

TELESTATUS®

Weekly TV Set Summary—April 6, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV, KFDA	18,046	.....
Ames	WOI-TV	131,369	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	23,339	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Bridgeport	WICC-TV	.....	.....
Buffalo	WBEN-TV	336,931	.....
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	11,300
Jacksonville	WMBR-TV	109,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WNKB-TV	.....	36,600
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	584,000	.....
Portland, Ore.	KPTV	.....	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	490,000	.....
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
Sioux City	WSBT-TV	35,556	.....
South Bend	KVTV	.....	30,669
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	52,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	.....	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Sets in Use 22,594,040

Total Stations on Air 155* . Total Markets on Air 103*..

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET...

Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

246,871

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

among top 10 evening, Monday-Friday daytime, and Saturday and Sunday daytime radio network programs, respectively, in Multi-Market RadioPulse for weeks of Jan. 2-8 and Feb. 1-7. List compares ratings for those months with those of November-December 1952. Also included are the average quarter-hour sets-in-use from November 1952 through February 1953 for the leading U.S. radio markets. Full lists follow:

EVENING

	Program Average Rating	
	Jan. Feb.	Nov. Dec.
Jack Benny Show	9.6	7.9
Amos 'n' Andy	9.3	7.7
Lux Radio Theatre	8.6	7.7
Bergen-McCarthy	8.4	7.0
My Little Margie	6.9	
You Bet Your Life	6.8	6.2
Bob Hawk Show	6.6	6.0
Life With Luigi	6.6	5.9
Fibber McGee & Molly	6.5	6.0
My Friend Irma	6.5	

MON.-FRI. DAYTIME

	Program Average Rating	
	Jan. Feb.	Nov. Dec.
Arthur Godfrey	7.6	7.6
Helen Trent, Eisenhower	7.1	7.1
Ma Perkins, Eisenhower	7.0	7.0
Our Gal Sunday, Eisenhower	6.9	7.0
Road of Life, Eisenhower	6.9	
Wendy Warren	6.7	6.8
Aunt Jenny	6.6	6.7
The Guiding Light	6.6	6.6
Young Dr. Malone	6.6	6.5
Perry Mason	6.4	

SAT. & SUN. DAYTIME

	Program Average Rating	
	Jan. Feb.	Nov. Dec.
The Shadow	4.6	4.1
Stars Over Hollywood	4.6	4.4
Theatre of Today	4.6	4.4
True Detective Mysteries	4.4	4.1
City Hospital	4.2	3.9
Fun For All	4.0	3.7
Counterspy	3.9	3.8
Music With the Girls	3.9	
Give & Take	3.8	3.6
World News (5:30-6:00 Sun.)	3.8	

Videodex Rates 'Lucy' As March 1-7 Favorite

CBS-TV's *I Love Lucy* led the Videodex top 10 TV network programs for week of March 1-7:

	Program	No. of Cities	% TV Homes
1	I Love Lucy (CBS)	68	60.7
2	Godfrey & Friends (CBS)	64	49.3
3	Talent Scouts (CBS)	35	44.9
4	Texaco Star Theatre (NBC)	55	42.7
5	Dragnet (NBC)	61	42.1
6	Comedy Hour (NBC)	69	40.3
7	Groucho Marx (NBC)	71	40.2
8	Your Show of Shows (NBC)	62	37.4
9	All Star Revue (NBC)	63	36.6
10	What's My Line? (CBS)	43	35.7

	Program	No. of Cities	No. TV Homes (000's)
1	I Love Lucy (CBS)	68	13,189
2	Godfrey & Friends (CBS)	64	10,129
3	Groucho Marx (NBC)	71	8,808
4	Comedy Hour (NBC)	69	8,803
5	Dragnet (NBC)	61	8,416
6	All Star Revue (NBC)	63	7,923
7	Texaco Star Theatre (NBC)	55	7,587
8	Your Show of Shows (NBC)	62	7,343
9	Pabst Blue Ribbon Bouts (CBS)	59	6,711
10	Talent Scouts (CBS)	35	6,659

Nielsen AM Ratings

THE *Jack Benny* show topped evening, once-a-week radio ratings of A. C. Nielsen Co. for the Feb. 22-28 period:

EVENING, ONCE-A-WEEK

Rank	Program	Homes Reached (000)
1	Jack Benny (CBS)	5,326
2	Amos 'n' Andy (CBS)	4,923
3	Charlie McCarthy Show (CBS)	4,878
4	Lux Radio Theatre (CBS)	4,744
5	People Are Funny (CBS)	4,610
6	You Bet Your Life (NBC)	4,297
7	Our Miss Brooks (CBS)	4,118
8	Big Story (NBC)	3,894
9	Great Gildersleeve (NBC)	3,894
10	My Little Margie (CBS)	3,760

Copyright 1953 by A. C. NIELSEN COMPANY

Ziv Plans to Film Shows In Both Monochrome, Color

ZIV Television Programs shortly will begin filming its program series in both black-and-white and color, shooting simultaneously.

Decision, a spokesman said, stems from recent studies which led to the conclusion color films—which Ziv has used in the past—do not reproduce as well in monochrome TV as do black-and-white films, while at the same time filming only in monochrome fails to provide for the ultimate advent of color TV.

The simultaneous shooting is expected to start within a few weeks and will apply in the case of such major Ziv series as *Favorite Story*, *Cisco Kid*, *Boston Blackie*, and *The Unexpected*.

Ziv first started filming in color some four and a half years ago, with *Cisco Kid*, and since has used color filming with its eight other properties, the ideal being to provide black-and-white programs now and yet be prepared when color TV arrives.

Television Exploitation Gets Rights to 6 Programs

EXCLUSIVE distribution rights to six TV film properties have been obtained by Television Exploitation, New York TV film syndication firm, Oliver Unger, general manager, announced Thursday. They are:

M.D., a daily five-minute series produced in cooperation with the American Medical Assn. and county medical associations in the U. S. and Canada; *Gulliver and the Little People*, a weekly half-hour family series; *Capsule Operas*, 15-minute program produced in Rome by Metropa Film Co.; *Roller Derby*, a weekly half-hour presentation; *Washington Spotlight*, a weekly quarter-hour discussion program featuring columnist Marquis Childs, and 34 feature films.

Mr. Unger said Television Exploitation plans to expand its national sales force and in this connection has called a meeting of the organization's 27 sales representatives to be held in New York the week of April 13. The firm was formed last September with Mr. Unger as general manager, Harold Goldman, national sales manager, Seymour Scott, treasurer, and Milton Gettinger, general counsel.

Preliminary Injunction Granted in Films' Release

FOUR independent film production companies last week were granted a preliminary injunction by Los Angeles Superior Court prohibiting distribution of eight old theatrical motion pictures to television.

The four—Equity Pictures, Equity Films, Orbit Productions and Orbit Pictures—are suing for $2 million damages on charges the defendants failed to devote their best efforts in distributing the films to theatres and that the films' release to TV was "wrongful" [B•T, March 2].

Defendants are Chesapeake Industries Inc. (formerly Pathe Industries), Motion Pictures for Television, United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Motion Pictures Unlimited. Also named as defendants, but not for damages, are Bank of Manhattan Co., KTTV (TV) Los Angeles, NBC, CBS, KMTR Radio Corp. (KLAC-TV Los Angeles licensee) and several individuals.

BBC, NBC, TELENEWS SIGN FILM PACT

BBC has made separate agreements with NBC and Telenews Productions for the interchange of film coverage of news events, it was announced last week.

Negotiations for the NBC-BBC agreement were concluded by George Barnes, director of TV broadcasting for BBC, and Davidson Taylor, director of public affairs for NBC. Herbert Scyeftel, president of Telenews, represented his company.

The NBC-BBC agreement, described as a "long-term" one, provides that each organization will have access to all news films taken by the other and will take special films for the other as news requirements warrant.

NBC already has similar agreements with Pathe Cinema in France, Belgavox in London, Olygoon in Holland, Cinesuipsse in Switzerland, and the Rai and Incom in Italy. NBC maintains news film cameramen in England, Korea, Japan, Germany and other critical news areas overseas.

Federal Judge Approves CVP Suit Settlement

SETTLEMENT of a suit charging Arthur S. Lyons, president of Camera Vision Productions Inc., Beverly Hills, Calif., and two other directors with misappropriation and misapplying corporation funds was approved last week by Los Angeles Federal Judge Ernest Tolin.

Agreement came after Mr. Lyons relinquished some of his stock shares in the TV and motion picture camera firm and waived $15,000 due him in dividends. Plaintiffs Mrs. Gloria Dahlberg of New York and Mrs. Rose K. Davis of Hawaii, who said they had invested a total of $100,000 in the company, named Mr. Lyons, Edgar R. Morris and Edward C. Flynn as defendants when they filed the suit last August [B•T, Aug. 19, 1952]. They asked their removal from office.

Studio Sale Appeal Denied

DENIAL of an appeal seeking cancellation of the transaction made last December in the sale of California Studios, Hollywood, to Gross-Krasne Inc., TV film producers, was made last week by Probate Judge Newcomb Conde in Los Angeles Superior Court. Theodora and Arlynne Sherman, daughters of the late Harry Sherman, independent producer and owner, had filed the appeal seeking dismissal of the $135,000 sale from the Sherman estate [B•T, March 16].

Film Sales

Guild Films, New York, sold its *Liberace* TV film series to **KFOR-TV** Lincoln, **WFBM-TV** Indianapolis, **WTVU (TV)** Scranton and the Bowman Biscuit Co. for Lubbock, San Antonio and Albuquerque. **KFOR-TV** and **WTVU (TV)** also purchased the entire Guild catalog.

* * *

Screen Gems Inc., New York., reported last week that its TV film series, *Your All-Star Theatre*, now is carried in 59 markets under title of *The Ford Theatre*, sponsored by Ford Motor Co., and in eight additional markets under independent sponsorship.

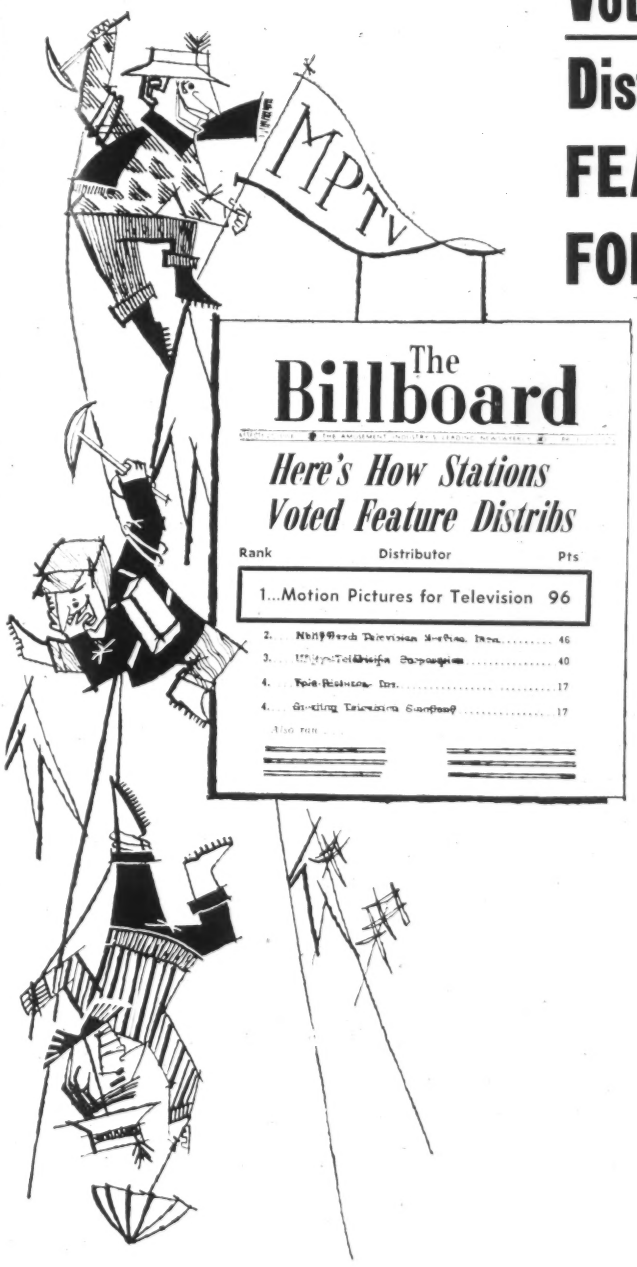
* * *

Louis Weiss & Co., Los Angeles, has leased *Custer's Last Stand* and *The Black Coin*, 15-episode film serials, to **KNXT (TV)** Hollywood

MPTV

Voted Number 1

Distributor of FEATURE FILMS FOR TELEVISION



By the TV Stations of the Nation.

Our function is to supply TV stations with . . .

- the largest and most complete selection of feature film programs, westerns, and serials for TV.
- the finest "on the spot" distribution service . . .

and beyond question

- QUALITY

This we have done and will continue doing to the very best of our ability.

There is an MPTV branch office with a complete "on hand" film selection in your area:

New York	655 Madison Ave.	E. H. Ezzes
Boston	216 Tremont Street	Fred Yardley
Chicago	830 North Wabash Ave.	John Cole
Dallas	3905 Travis Street	Ken Rowswell
Detroit	2211 Woodward Ave.	Art Kalman
Los Angeles	9124 Sunset Blvd.	Dave Wolper

SEE US AT THE NARTB SHOW IN APRIL . . .

Call or write your local representative or—

MOTION PICTURES FOR TELEVISION, Inc.

655 Madison Avenue, New York City 21 TEmpleton 8-2000

for showing on *Space Funnies,* five times weekly half-hour juvenile program. The distribution firm also has set *That's My Boy,* a feature film starring Jimmy Durante, for multiple runs during one-year period on WXEL (TV) Cleveland and WCPO-TV Cincinnati.

* * *

Hauser Nash Sales Inc., Chicago, sponsor of *Grand Marquee* on WNBQ (TV) Chicago, has purchased $100,000 package of 18 Hollywood feature films from **George Bagnall & Assoc.,** Chicago.

* * *

KTTV (TV) Hollywood has acquired year's rights to *Jeffrey Jones,* half-hour series filmed by **Lindsley Parsons Productions,** that city, and syndicated by **CBS-TV Film Sales.** Station will telecast 26 programs on first-run basis and same number on second-run basis.

* * *

A. C. Weber & Co. Inc., Los Angeles (Pfaff sewing machines), starts *Play of the Week,* half-hour film series, on KECA-TV that city, for 26 weeks starting tomorrow (Tuesday). The series, distributed by **PSI-TV,** is the second run of *Schlitz Playhouse of Stars,* produced by **Edward Lewis.** Agency: **Robert F. Laws & Assoc.,** Hollywood.

* * *

Bell Brand Foods Ltd., Los Angeles (potato chips), renewed weekly half-hour TV series, *Ramar of the Jungle,* filmed by **Arrow Productions,** Hollywood, on KTTV (TV) that city, for 13 weeks from March 24. Agency is **McCann-Erickson Inc.,** Los Angeles.

Availabilities

Association Films Inc., New York, is offering to TV stations free of charge a group of 12 film subjects varying in length from 7 to 45 minutes. The offering is part of the firm's "Spring Free Film Festival."

* * *

Louis Weiss & Co., Los Angeles, has obtained distribution rights to 13 quarter-hour films in *Canine Comments* series and is making them available to TV stations on a local or regional sponsorship basis. The educational-entertainment series was filmed at dog shows, kennels and Jamieson Film Co. studios, Dallas, and produced by **David Wade,** known on radio as the "Hymn Singer."

Production

Gross-Krasne Inc., Hollywood, has acquired TV film rights to 13 "Lone Wolf" novels by **Louis J. Vance.** Production has started on series of 13 half-hour films, planned for regional distribution through **United Television Programs.**

* * *

Prockter Television Productions plans two TV filmed series, one on police work in various countries and the other starring **Walter Brenner** in a situation-comedy program. Production on both is scheduled for this summer.

Film People

Terry Tashjy, program coordinator of *The All Night TV Show* on WOR-TV New York, has joined **Sandy Howard Productions,** New York, as program coordinator of its new series, *Inside Times Square.* **Hank Leads** and **Dale Donnenberg** have been signed as executive producer-director and associate producer, respectively, of the show. **Mr. Heatherton,** in association with **Sandy Howard,** president of the production firm, has formed Heatherton Music Inc., a music publishing firm.

* * *

Nevin Paskow, in charge of Paramount Television Productions TV film service department, New York, has been named as sales account executive. Mr. Paskow will report to **John F. Howell,** Paramount's director of TV sales and merchandising.

* * *

Harold Hackett, vice president in charge of radio and television for MCA for the past 18 years, elected to the newly-created post of executive vice president of **Official Films, Inc., I. D. Levy,** chairman of the board, announced last week. Mr. Levy said that Mr. Hackett was added to the staff in line with Official Films' present expansion plans, which encompass the extension of the company's activities into the packaging of live television and tape radio shows. He also will create and package new television film programs to augment the firm's *My Hero, Terry and the Pirates* and *Four Star Playhouse* series.

* * *

Reorganization of the sales department of **Alexander Film Co.** in a move to strengthen the firm's sales management force has been announced by **M. J. McInaney,** vice president in charge of sales. **Cliff Parker,** formerly northern division sales manager, has been promoted to the new post of general sales manager. He is succeeded by **Cy Martin,** formerly assistant northern division manager.

Roy King, formerly southern division sales manager, has been named to the newly created post of assistant general sales manager and will operate from Alexander's Dallas office. He is succeeded by **Frank Clinebell,** formerly assistant southern division manager. **Clarence Inskeep,** formerly acting theatre relations manager, will take over the duties of assistant southern division sales manager. **Larry Norris** returns to his former position as theatre relations manager following a two-year tour of duty with the Navy.

* * *

Edmund O'Brien has been signed as host and narrator for a new series of half-hour, TV filmed programs titled *The Law Strikes Back,* to be filmed by **Screen Gems Inc.,** New York. The series, currently in production at the Hollywood studio of Columbia Pictures Corp., parent company, will be available for national or regional sponsorship.

* * *

George Dietrich, vice-president and manager, Keenan, Hunter & Dietrich, L. A. (station and publishers representatives), and **Jack Gregory,** KGO-TV San Francisco, join **Ziv TV Programs Inc.,** Hollywood, as district representatives headquartered in Los Angeles and Seattle, respectively.

* * *

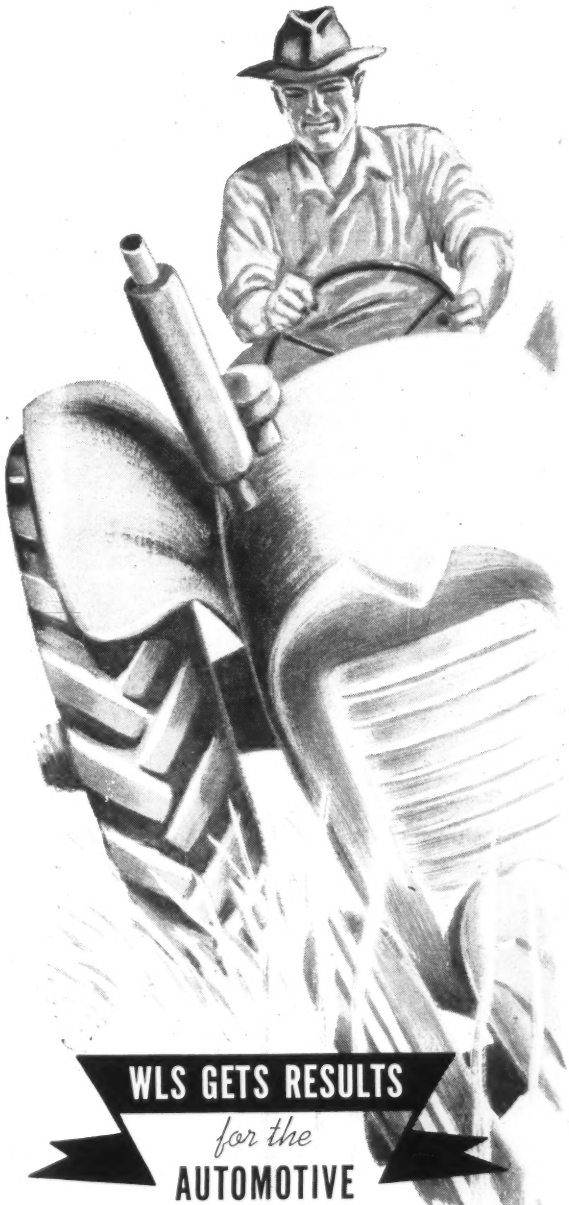
Les Mitchel, writer on former CBS Radio *Skippy Hollywood Theatre,* joins newly formed **Zorro Productions,** Burbank, as head of story and casting departments for *The Sign of Zorro,* TV film series which goes into production this summer.

* * *

Irving Pichel, motion picture producer-director-actor-writer, has been signed by **Filmcraft Productions,** Hollywood, to direct *Mark Twain Television Theatre* film series.

"COST TOO MUCH", they said . . . until

people started asking for them!



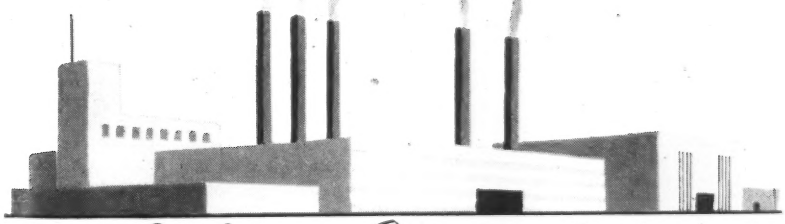
A certain manufacturer makes a tractor brake requiring original factory installation on new tractors. It can *not* be used for replacement.

This brake is exceptionally high quality . . . and has an unusual safety factor . . . but is somewhat more costly, so most tractor manufacturers hesitated to use it. Their costs had already sky-rocketed . . . and they didn't think farmers would pay more for tractors with these better brakes. As a result, these brakes were available on only twenty-three 1950 models.

An intensive advertising campaign on WLS "sold" the idea and advantages of these better brakes to farmers . . . and the demand thus created readily convinced leading tractor manufacturers. As a result, these brakes are offered on fifty-four 1953 models . . . and the brake manufacturer had over $5,000,000 in orders.

If you have a product or service of merit . . . you'll find the vast WLS audience equally receptive and responsive to sound reason and sincere appeal. Better see your John Blair man or contact us today . . . and add yours to the growing list of success stories being developed for WLS advertisers the nation over.

WLS GETS RESULTS *for the* AUTOMOTIVE SUPPLY INDUSTRY



A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

SRTS CONSOLIDATES OFFICES IN CHICAGO

STANDARD Radio Transcription Services is closing its Hollywood office and consolidating its sales and business operations in Chicago, it was revealed last week.

Reports of the realignment of SRTS involving an expansion of midwest operations were confirmed by Milton M. Blink, executive vice president of Standard and head of the Chicago office. He said the transition would be effected by April 15.

Mr. Blink said that the move would "consolidate interests in one office to fit Standard's new style of selling." Standard will retain shipping offices at the California studios, which will serve as headquarters for United Television Programs Inc., of which Mr. Blink is executive vice president and director.

It also was interpreted as a move to concentrate more heavily on the expansion of UTP, formed last December in association with Gross-Krasne Productions Inc. and Studio Films Inc. UTP was set up as a distribution-production firm with operations on the national, regional and local levels.

Policy Alters Needs

Mr. Blink indicated that under Standard's new policy of selling its library outright to stations, it no longer appeared necessary to maintain a full-fledged headquarters in Hollywood.

He said there would be "several additions" to the midwest office, and that all sales and business will be handled out of Chicago. There also will be no office in New York. Standard has been paring its New York and Hollywood staffs for the past seven months.

It was stressed that Standard's transcription library sales have been moving briskly the past eight months and selling with "great regularity." More than 300 stations have bought the new service outright, Mr. Blink said.

Standard adopted its outright sale policy last September [B•T, Sept. 22, 1952]. It indicated at the time that it intended to discontinue its monthly library releases to stations.

Mr. Blink is a co-founder of SRTS with Gerald King, president of Standard and board chairman of UTP.

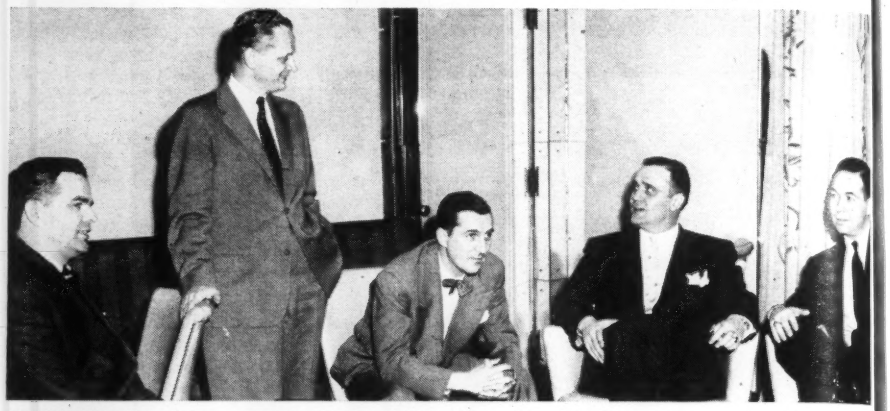
Davis and Hope Partners In New TV-Radio Company

FORMATION of a new TV-radio package and production firm in partnership with Bob Hope, radio-TV-moving picture star, was revealed in Chicago last Thursday by Hugh Davis, former agency executive.

The firm will maintain offices in the Taft Bldg., 1680 N. Vine St., Hollywood. It will be known as J. Hugh E. Davis Co. Mr. Davis said he and Mr. Hope will be partners. There is no executive alignment as yet.

Mr. Davis, executive vice president at Foote, Cone & Belding, Chicago, for nine years before resigning last spring, said he and Mr. Hope had started the firm "for the purpose of packaging and producing TV shows" as well as some radio programs. Production is being launched on a modest scale at the outset, he added.

The company will concentrate mainly on live and film TV packages, branching out into production of commercials at a later date. Eventually, Mr. Davis said, it hopes to open other offices, first in New York and perhaps later in Chicago.



ADVERTISERS and representatives talk about TV at the spot clinic conducted by the Station Representatives Assn. in New York's Biltmore Hotel. Group includes (l to r) John Wade, Avery-Knodel; Edward Lier, radio-TV director, and Carl Smith, assistant advertising manager, both Shell Oil Co.; Steve Maschinski, Adam J. Young Jr. Co., and Taylor Eldon, Branham Co.

Panel to Discuss Radio-TV At AFA Convention in June

A PANEL of eight speakers will discuss latest developments in radio and television at a session June 16 at the 49th annual convention of the Advertising Federation of America at Cleveland's Hotel Statler June 14-17.

Presiding at the radio-television meeting will be John A. Thomas, radio and television director of Ewell & Thurber Assoc., New York. In this post he has been in charge of both media for Willys-Overland, currently sponsoring the New York Philharmonic-Symphony on radio and *Omnibus* on television. Mr. Thomas also served 15 years with BBDO, where he headed the TV account service section and was a member of the agency's radio-television plans board.

The convention program on June 14 includes a morning session on "Merchandising Problems and Tools for Today," in which the following will participate: William G. Werner, director of public relations, Procter & Gamble, Cincinnati; Henry Schachte, advertising director, Borden Co., and chairman of the Adv. Research Foundation; James Nance, president, Packard Motor Car Co., and Henry G. Little, chairman, Campbell-Ewald Co., Detroit.

Other discussions will center on "Bridging the Gaps Between Advertising Education and Practice"; "Serving Advertising, Business and the Public," and "Outstanding Advertising Case Studies."

Chairman of the convention program is Graham Patterson, publisher of the *Farm Journal* and *Pathfinder* and a former AFA board chairman.

RTMA to Fete Electronic Firms

ELECTRONIC manufacturers of Southern California will be guests April 15 of Radio-Television Mfrs. Assn., according to James D. Secrest, RTMA executive vice president. They will attend a luncheon and afternoon meeting at the Ambassador Hotel, Los Angeles. RTMA officers and directors will entertain directors of the RTMA of Canada April 16-17 at the same site.

Plans to expand RTMA services will be considered at the West Coast meetings, according to A. D. Plamondon Jr., RTMA president. The April 15 discussion will include a panel on radio-TV prospects. U. S. and Canadian RTMA directors will hold a joint conference. RTMA committees and divisions will hold separate meetings.

SPEAKERS AGENDA SET FOR 4-A'S MEET

TALKS by Walter Williams, Under Secretary of Commerce; Bennett Cerf of Random House and the CBS-TV show, *What's My Line?*, and top advertising agency executives will feature the American Assn. of Adv. Agencies' 35th annual meeting April 23-25 at The Greenbrier, White Sulphur Springs, W. Va. Annual session of the 4-A Council and chapter governors will be held April 22.

Mr. Williams will speak on the businessman's responsibility in today's society, during the business session April 25. Mr. Cerf will discuss the "American taste," whether it is "inclining, declining or reclining" at the previous day's business session.

Agency executives who will address the convention or take part in discussions are: Vergil D. Reed, J. Walter Thompson Co., on getting people to live "one-third" better; Henry Dreyfuss, industrial designer, on new products to come; Bruce and Beatrice Blackmar Gould, editors, *Ladies Home Journal*, on what interests the women; Walter O'Meara, Lennen & Newell; John H. Tinker Jr., McCann-Erickson, and William D. Tyler, Leo Burnett Co.

Cunningham to Speak

John P. Cunningham, Cunningham & Walsh, who is chairman of the convention, will address the annual dinner, April 24. Among those scheduled to preside at the various sessions (mornings, April 24-25) are E. E. Sylvestre, Knox Reeves Adv.; Earle Ludgin, Earle Ludgin & Co.; Henry M. Stevens, J. Walter Thompson Co. and convention vice chairman, and Henry G. Little, Campbell-Ewald Co.

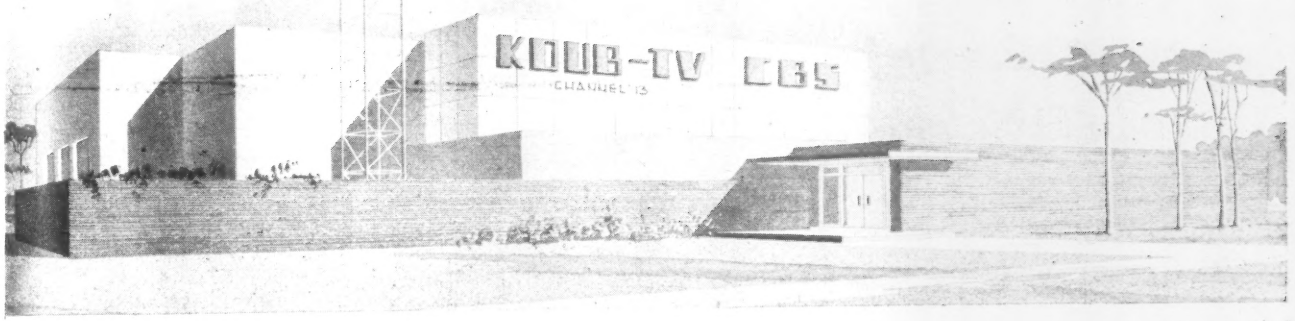
Events of the last two days of the meeting—April 24-25—will be open to invited advertiser and media guests, but total attendance will be limited to 550.

Afternoons will be open for sports and recreation with a golf tournament a highlight. Luncheon, reception and a golf tournament are scheduled for the ladies. Mrs. John P. Cunningham is chairman of the Ladies' Committee.

Nebraskans Meet May 22

NEBRASKA Broadcasters Assn. has scheduled its annual state convention for May 22 at the Clarke Hotel, Hastings, Bob Thomas of WJAG Norfolk, secretary-treasurer, has announced.

another 1st for KDUB-TV
Lubbock, Tex.



NOW IN USE

Seventeen thousand, five hundred square feet of production space designed to assure artistic and mechanical perfection

SINCE NOMEMBER 1952

KDUB-TV, first TV station on the air in West Texas, has been telecasting on channel 13. Here are 317,700 potential customers with the third highest per capita income in the nation!

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL

affiliates: CBS Du Mont Paramount

National Representative AVERY-KNODEL, INC.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

RCA's *Thesaurus* NOW O

1600 MORE WAYS TO M

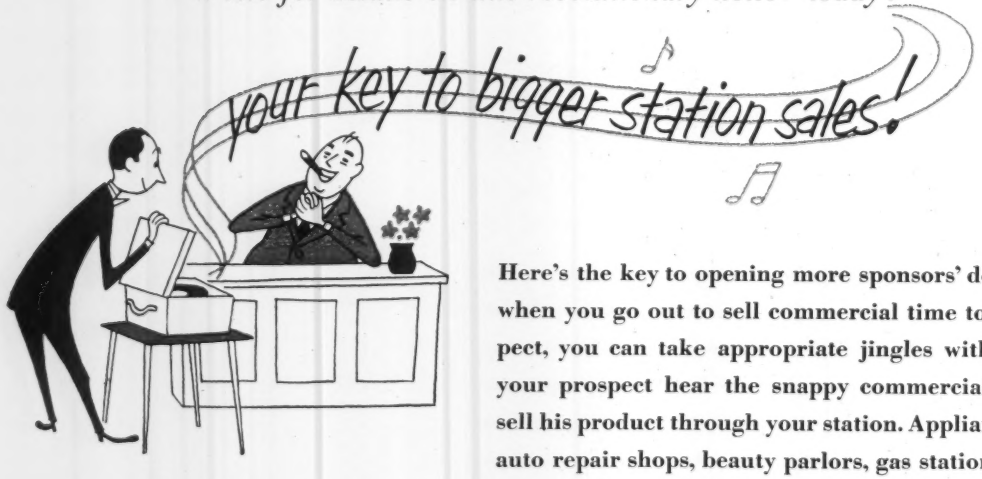
Huge money-making Ullman Library of 1600 sponsor-selling jingles available complete to Thesaurus stations... tremendous new profit PLUS for subscribers!

Thesaurus now offers the biggest feature of its kind in transcription library history.

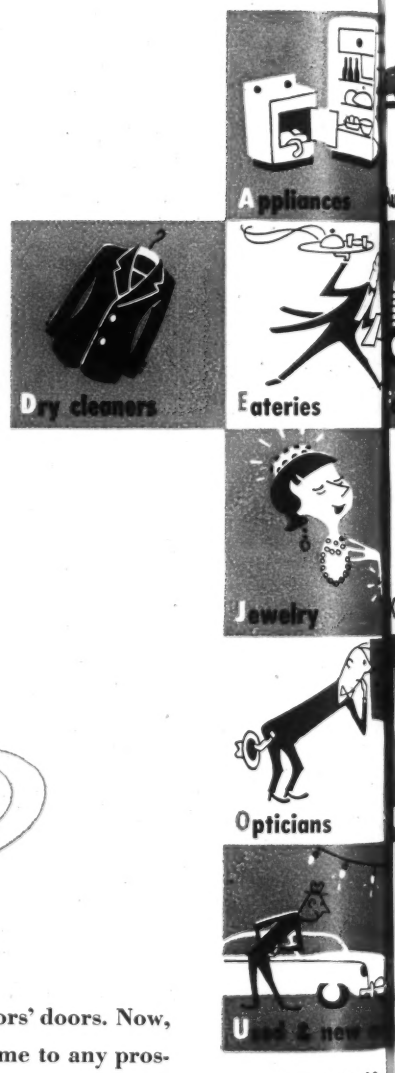
Now EVERY subscriber to RCA's *Thesaurus* can have this fabulous sales builder—a library of commercial jingles so big, so varied that almost every type of sponsor can be sold.

These 1600 profit-proved jingles are available with *Thesaurus* at a negligible additional cost. The jingles alone make *Thesaurus* a gold mine in sales—but add them to *Thesaurus'* big-name, easy-to-sell shows, and you have a guaranteed bonanza.

Write for details on this revolutionary news—today!

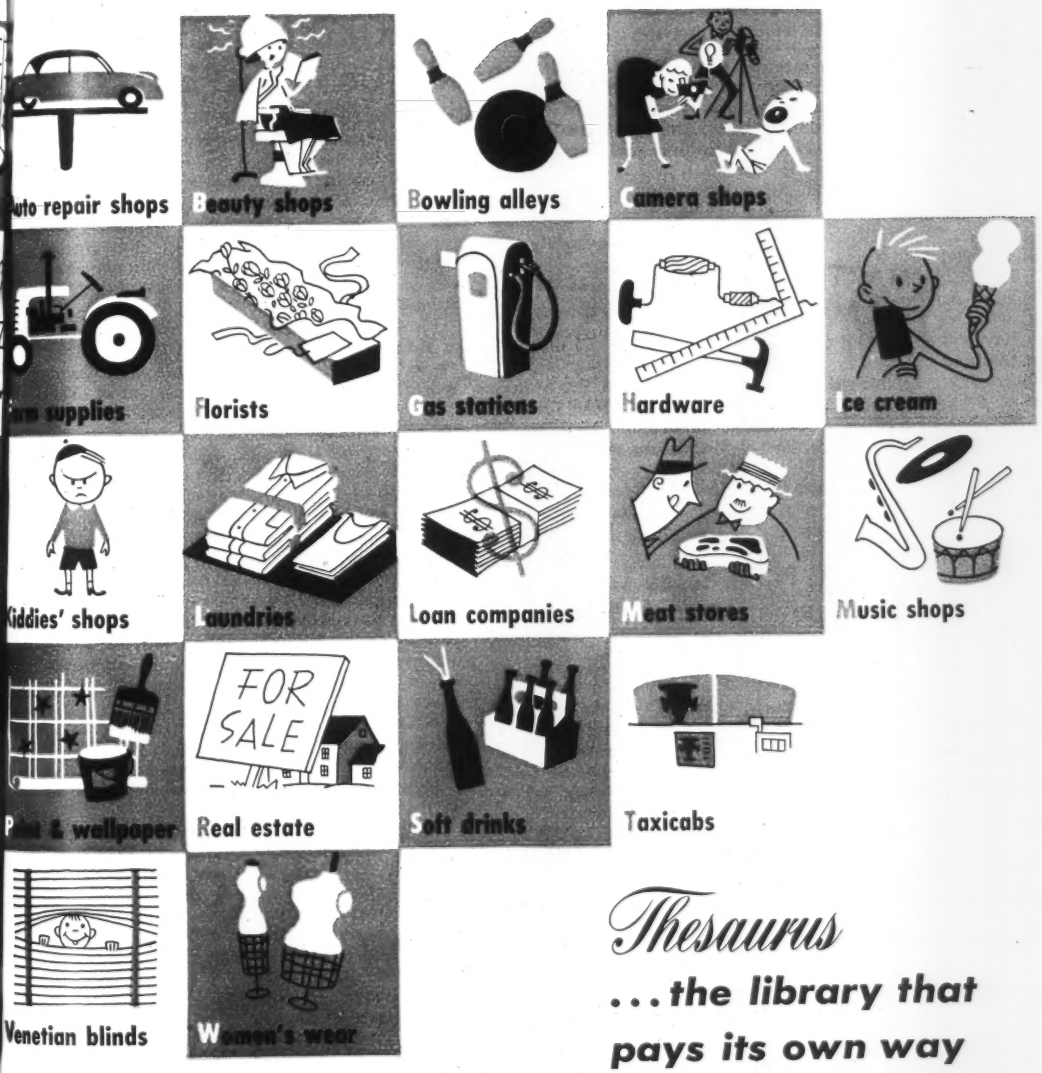


Here's the key to opening more sponsors' doors. Now, when you go out to sell commercial time to any prospect, you can take appropriate jingles with you—let your prospect hear the snappy commercial that will sell his product through your station. Appliance stores, auto repair shops, beauty parlors, gas stations, jewelry stores—the NEW *Thesaurus* gives you unmatched sales material to sell them all and hundreds of others!



Dept. B-40

...OFFERS YOU ...MAKE MONEY!



70 CLASSIFICATIONS!
You can sell any sponsor...

- Appliances
- Auto Accessories & Tires
- Auto Repair
- Bakeries
- Beauty Shops
- Bowling Alleys
- Bread
- Book Stores
- Breweries
- Building Supplies
- Camera Shops
- Children's Shops
- Christmas Jingles
- Clothing for the Family
- Coal and Ice
- Commercial Banks
- Dairies
- Department Stores
- Drive-In Restaurants
- Drive-In Theatres
- Drug Stores
- Dry Cleaning
- Farm Equipment
- Feed and Grain
- Fender and Body Works
- Florists
- Food Stores
- Fuel Oil
- Furniture
- Furriers
- Gas Stations
- Gift Shops
- Hardware Stores
- Ice Cream
- Jewelers
- Laundries
- Linoleum
- Loan Companies
- Lumber
- Luggage Stores
- Meat Markets
- Men's Clothing
- Movers & Storage
- Movie Theatres
- Music Stores
- Opticians
- Optometrists
- Paint and Wallpaper
- Plumbing
- Real Estate & Insurance
- Restaurants
- Rugs
- Rug Cleaners
- Savings Banks
- Savings and Loan
- Self-Service Laundries
- Shoes
- Soft Drinks
- Sporting Goods
- Taxis
- Television
- Used and New Cars
- Venetian Blinds
- Westminster Chimes for Banks
- Women's Apparel
- Sales Announcement Jingl-Time Signals
- Safety Jingles
- Musical Weathercasts
- Services

Thesaurus
...the library that pays its own way

RCA **recorded program services**
RADIO CORPORATION OF AMERICA | RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, New York *Chicago* *Hollywood* *Atlanta* *Dallas*

TMKS ®

Doherty Warns TV Men Of Personnel Scarcity

DIFFICULTY of finding trained TV personnel at a reasonable wage scale was pointed out to Florida TV applicants by Richard Doherty, NARTB vice president and director of employer-employe relations, at the first Florida Television Conference at WTVJ (TV) Miami March 27-28.

Sixty-eight TV applicants were represented at the sessions. Mitchell Wolfson, WTVJ president, called the conference to enable Florida television men to exchange information and experience.

Guest speakers with Mr. Doherty were H. Preston Peters, Free & Peters Inc., and Forrest Thorpe, Southern Bell Telephone & Telegraph Co.

RICHARD DOHERTY, NARTB vice president and director of employer-employe relations, addresses Florida Television Conference.

GOLF TO SEND OFF NARTB ACTIVITIES

NARTB's convention week in Los Angeles will open Monday, April 27 although the formal management conference program will start two days later.

Date of the annual NARTB golf tournament for the B•T silver cups will be Monday, the 27th. Convention registration will open the same day. The golf tournament will be held at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles.

Following custom, the tournament will be a blind bogey competition. Cups will be awarded for low net and low gross. Play will start at 10 a.m. A bus will leave the Biltmore Hotel at 9 a.m. Entries may be submitted to the Washington or Los Angeles office of B•T, or other bureaus. Maury Long, B•T business manager, is in charge of the tournament.

Announcement was made last week by Clair R. McCollough, Steinman Stations and chairman of the NARTB Convention Committee, that registration has been moved from Tuesday to Monday, the 27th. Pre-convention registrations indicate that many of the conventioneers will arrive in Los Angeles the April 25-26 weekend.

Events scheduled Tuesday, the 28th, include a business meeting of the NARTB television membership. Several new TV board members will be elected at that meeting. FM session will be held that morning and the annual equipment-service exposition will open at the same time.

Broadcast Advertising Bureau will hold a Tuesday afternoon meeting open to all broadcasters.

BAB Tells Success Story

HOW radio advertising helped develop a $2 million-a-year retail furniture business is described in a new BAB presentation distributed to members last week.

Titled "Music Hath Charms . . . and Sells Furniture, too—on Radio," the eight-page booklet outlines the success story of P. J. Nee Furniture Co. of Washington. Noting radio has accounted for 60% of the firm's advertising budget yearly since 1938, the presentation describes the evening music program, *The Nee Hour of Dreams*, and discusses radio's contribution to the company's growth.

BAB's booklet quotes Maury L. Nee, treasurer of the firm, as saying:

"To us, radio means potentially 100% penetration of our market area. It means an attractive program framework for our messages—a framework that can't be duplicated in any other medium: Music—that you can close your eyes and listen to—430% increase in business during the period we've used radio—no wonder we're sold on it."

NARTB TV Code Enforcers Set Meeting April 23-24

NARTB's TV Code Review Board, directing body in charge of television code enforcement, will meet April 23-24 at the San Marcos Hotel, Phoenix, prior to the NARTB Los Angeles convention, according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman.

The board will review enforcement progress and hear a report by Ed Bronson, director of TV code affairs.

NARFD Plans Sales Talks At Regional Meet in K.C.

NATIONAL Assn. of Radio Farm Directors will hold an all-day regional Radio and TV Farm Sales Presentation next Monday at the Hotel Muehlebach, Kansas City, Mo. NARFD has sent invitations to advertising managers of 65 firms "who have not been using much farm radio or TV but should be in the fold."

Scheduled to talk are Mal Hansen, WOW-AM-TV Omaha, NARFD president; Charlie Smith, research representative, WCCO Minneapolis; Sandy Saunders, WKY Oklahoma City; Sam Schneider, KVOO Tulsa, past NARFD president; George Higgins, vice president-managing director, KMBC Kansas City, Mo.; Leo B. Olson, advertising manager, DeKalb Agricultural Assn. Inc., DeKalb, Ill.; Chuck Worcester, WMT Cedar Rapids, past NARFD president, and Jack Jackson, KCMO Kansas City, Mo., NARFD vice president.

A panel, "How to Reach the Farm Market," will feature: Chairman Herb Plambeck, WHO Des Moines, past NARFD president; Gale Blocki Jr., midwest sales director, BAB; Chuck Calkins, radio-TV director, Conklin-Mann & Son, New York; B. S. Graham, manager, Central Oklahoma Milk Producers Assn., and Maurice Johnson, vice president-sales manager, Staley Milling Co., Kansas City.

Other stations to be represented: KMMJ Grand Island, Neb.; KXXX Colby, Kan.; KFAB Omaha; KFEQ St. Joseph; WIBW Topeka; KSOO Sioux Falls, S. D.; KMMO Marshall, Mo.; KOA KLZ Denver; WNAX Yankton, S. D., and KMA Shenandoah, Iowa.

BAB Adds Pinkerton, Lawsky In Expansion Staffing

IN LINE with an expanded operation to service a new all time high in membership, BAB announced last week the addition of Jane Pinkerton and Arnold Lawsky to the New York staff, starting this month.

Miss Pinkerton, Chicago Bureau news editor of B•T for the past two years and a staff writer since 1948, will join BAB's national promotion staff on April 15. She will edit the BAB *Radio Advertising Newsletter* and also will work as "case history" reporter and presentation writer.

Mr. Lawsky, production assistant at Sherman & Marquette, New York, for the past five years, joined the production department of BAB in a similar capacity. He will be assistant to William L. Morrison, assistant secretary-treasurer of BAB.

RECORDING CHANGE REQUEST EXPECTED

NEW recording standards designed to bring technical elements of reproduction in line with progress in the art will be submitted to the NARTB Recording & Reproducing Standards Committee at a meeting set April 28 at the Hotel Biltmore, Los Angeles.

Neal McNaughten, NARTB Engineering Dept. manager and chairman of the committee, will preside at the meeting, a convention week event.

First change in the NARTB recording curve in a decade will be proposed to the committee, whose extensive research before and during World War II brought uniformity out of chaos in the sound-reproduction processes and in the equipment employed. A disc subcommittee headed by K. R. Smith, Allied Record Mfg. Co., will propose that the disc curve be changed from 100 to 75 microseconds (us/s).

This change, based on long subcommittee study, will reduce the pre-emphasis on higher frequencies. Originally this pronounced pre-emphasis was required to overcome noise in recording material. The new hot-stylus cutting of masters, improved vinyl products and smaller grooves permit less pre-emphasis without loss of quality. Listeners should notice no difference, it was explained, nor will present libraries be affected.

NARTB plans to express the factor in mathematical terms instead of on graph paper. This is expected to permit easier design of equalizers.

Included in the proposed new standards are 45 rpm recordings.

The magnetic tape subcommittee, headed by W. E. Stewart, RCA, will recommend standards with a 50 us/s pre-emphasis at 15 inches per second. This will remove one of the most serious problems in tape recording—lack of pre-emphasis uniformity between stations. It is expected to speed up development of tape libraries.

The committee has not yet taken up standards for magnetic tape TV recording, awaiting development of the art.

4-A's Chapter Elects Witt

HARRY W. WITT, manager, Calkins & Holden, Carlock, McClinton & Smith Inc., Los Angeles, has been elected chairman of the Southern Calif. Chapter, American Assn. of Adv. Agencies. Other new officers are Norton W. Mogge, president, Mogge-Privett Inc., vice chairman, and Charles E. Lasher, copy chief, Young & Rubicam Inc., secretary-treasurer. Robert M. Hixson, president, Hixson & Jorgensen Inc., was elected to the board of governors.

KFDX-TV

WICHITA FALLS, TEXAS

CHANNEL 3 • ERP 60 KW

ON THE AIR

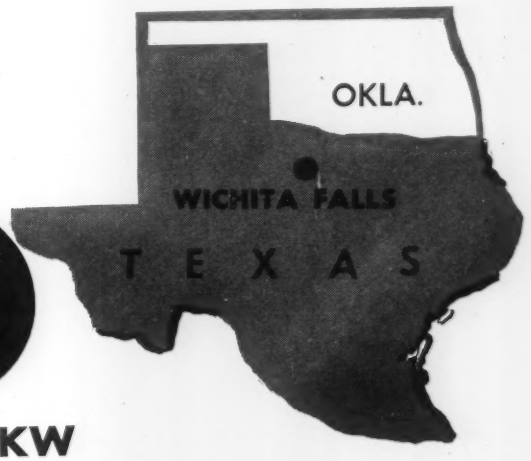
APRIL 12, 1953

REPRESENTED NATIONALLY BY

THE O. L. TAYLOR CO.

ABC-NBC

KFDX-TV



CHANNEL 3 ERP 60 KW

WICHITA FALLS, TEXAS

XUM

some spots are better t

For the best spot, at the right time, at the right place

XUM

r than others

You're always sure of top coverage when you sponsor local Radio news programs.

*More people depend on Radio for rapid news reporting than on any other medium.** The news programs on the five Radio Stations represented by NBC Spot Sales feature the top newsmen in their markets. They command attention for your sales message by giving your customers the local and national headlines first . . . long before the extras hit the street.

To get the scoop on sales with local Radio news, call your NBC Spot Radio salesmen for programs available now and throughout the summer. *BAB

representing
RADIO STATIONS:

WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*

representing
TELEVISION STATIONS:

KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

SENATE CONFIRMS DOERFER AS FCC'S NEW GOP MEMBER

Republicans gain Commission member and are closer to assuming control. When current Chairman Walker leaves FCC, Republicans will have certain majority. Speculation still high on appointment of new Chairman.

FOR THE first time since it was established 19 years ago, the FCC stands on the threshold of being Republican controlled, following Senate confirmation last week of Commissioner-designate John C. Doerfer, former Wisconsin Public Service Commission chairman [B•T, March 30, 23].

Actually, the Republicans will have a three-to-three stand-off with Democratic members of the Commission until a successor to Democratic Chairman Paul A. Walker is named and seated. Mr. Walker's term runs to June 30, and every indication is that he will be permitted to fill out his third term.

Last year Mr. Walker reached the statutory retirement age of 70, but President Truman by executive order waived the retirement requirement until the completion of his term.

Mr. Doerfer breezed through a Senate Commerce Committee hearing in apple-pie order, was approved unanimously by the committee last Wednesday and confirmed by the Senate the next day. It is expected Mr. Doerfer will be sworn in this week.

He will replace Comr. Eugene H. Merrill, Utah Democrat, appointed by President Truman to fill the term of former Comr. Robert F. Jones who resigned last year. Mr. Merrill's recess appointment terminates when Mr. Doerfer takes the oath of office. Mr. Doerfer will serve until June 30, 1954. Reappointment for a new seven-year term from that date seems assured.

Commission Balance

Although the addition of Mr. Doerfer to the Commission evens the number of Republican and Democratic Commissioners, it is believed that Independent Comr. Edward M. Webster, former assistant chief engineer and ex-Coast Guard chief communications officer, will line up with the Republican team—Rosel H. Hyde, Idaho Republican and former FCC general counsel; George E. Sterling, Maine Republican and former FCC chief engineer, and Mr. Doerfer. However, Mr. Webster is noted for pursuing an independent course, and therefore there may be keen competition for his vote from the Democratic members—Mr. Walker, Oklahoma; Robert T. Bartley, Texas, and Miss Frieda B. Hennock, New York.

Choice of a new chairman of the Commission, who can be named at will by the President, still seems uncertain.

Those who take the view that Mr. Doerfer will get the nod point to President Eisenhower's appointment of Washington attorney Edward F. Howrey to the Federal Trade Commission and his almost immediate designation as chairman following Senate confirmation a few weeks ago.

Hyde's Stock Rises

But during the last week the stock of Mr. Hyde—who has been prominently mentioned for the chairmanship ever since the Nov. 20 election results—began to rise again. White House officials were told, it was said, that only through Mr. Hyde's elevation could the FCC be assured of a Republican majority in reorganizing that agency. This is based on the assumption that Mr. Hyde, with his 25 years experience in communications regulation, could move more effectively sooner than Mr. Doerfer, a newcomer to the field.

At the Senate hearing on the nomination, Mr. Doerfer had the support of both Wisconsin Senators, Republicans Alexander Wiley and Joseph R. McCarthy. Sen. Wiley appeared personally for the nominee and described Mr. Doerfer's "distinguished career" and "great accomplishments" as a member and as chairman of the Public Service Commission of Wisconsin.

Sen. Wiley was followed by Wisconsin Gov. Walter J. Kohler who praised Mr. Doerfer's integrity and conscientiousness, and spoke highly of his ability to expedite matters.

This brought a remark by Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Commerce Committee, that the FCC was the "weakest commission in Washington" in this respect. Sen. Edwin C. Johnson (D-Colo.) rejoined that perhaps it was Congress' fault, for not giving the Commission enough funds to hire "sufficient hearing teams."

Forthright, youthful appearing Mr. Doerfer —he's 48—obviously impressed the Senators. Since there is no TV in his home market he admitted he did not own a TV set and thus had no firm convictions on educational TV or color TV. He also made it plain that he came from a strong Democratic family and had actually run for the Democratic nomination for state senator—but unsuccessfully.

FCC Commissioner-designate John C. Doerfer appears before the Senate Interstate & Foreign Commerce Committee hearing on his nomination.

Switched Allegiance

He explained that after President Roosevelt's Supreme Court "packing" plan, he switched his allegiance to the Republican party, and that he had actively supported Wendell L. Willkie in 1940. He has since then considered himself a Republican, although not affiliated with any political party, he stated.

Bulk of the hearing on Mr. Doerfer's nomination was an exchange of views among committee members on educational television, and the surprise announcement by Sen. Tobey that the Senate Commerce Committee would hold hearings on the subject "in 10 days" (see separate story on page 58).

SENATE Commerce Committee interrogates Wisconsin Republican John C. Doerfer, (seated front center, back to camera). Facing Mr. Doerfer are (l to r) Sens. John W. Bricker (R-Ohio), Charles W. Tobey (R-N. H.), chairman; Edwin C. Johnson (D-Colo.), and Lester C. Hunt (D-Wyo.). Man seated next to Mr. Doerfer and facing camera, is transcribing proceedings.

House Group Bars Media From L. A. Red Hearings

ALL news media will be barred from the House Un-American Activities subcommittee's closed sessions in Los Angeles starting today (Monday) when many witnesses who objected to being televised at the earlier open hearings will testify. Rep. Donald L. Jackson (R-Calif.), who will preside, last week said the anonymity requested by these witnesses should extend to all media.

Two "friendly" witnesses last week were Dwight Hauser, ABC radio writer-director, and Roy Erwin, freelance actor-writer-sound effects man.

Discipline Contemplated

Disciplinary action against Jody Gilbert, radio-TV actress, and Libby Burke, TV dancer, and any other member of the American Federation of Television and Radio Artists who refused to cooperate at the hearings, will be determined next Monday (April 13) by the board of AFTRA's Los Angeles Local.

"Unfriendly" witnesses will face charges of conduct prejudical to the welfare of AFTRA under a new ruling adopted by the local last month [B•T, March 16]. Those being disciplined will have the right to a hearing and appeal to the membership, the national board or convention.

XUM

A REPORT ON 30 YEARS OF SERVICE

Radio WOW began its 31st successful broadcasting year on April 2, 1953!

The audience of Radio WOW is now *100,000 families greater than its nearest competitor — 243,000 families greater than the third station.*

This 31st year looks like it will be the greatest year in billings in the station's history.

Why?

Take a look at these five solid reasons why Radio WOW continues its leadership:

1. ***590 kilocycles, 5,000 watts.*** Radio WOW's (brand new RCA) transmitter delivers a strong, clear signal both day and night, for nearly 200 miles in all directions from Omaha.
2. ***Programming.*** An NBC affiliate for 26 years. The finest local programs. Radio WOW's emphasis on excellent News Service is nationally recognized and respected.
3. ***A Rich Farm Market.*** The WOW-Land Farmer is the world's finest customer for all goods and services.
4. ***Progressive ownership and management "know-how."*** Frank P. Fogarty carries on with a veteran staff trained by the late John J. Gillin, Jr. The ownership is the solid, progressive Meredith Publishing Company of "Better Homes and Gardens" and "Successful Farming" fame.
5. ***Promotion and merchandising.*** Alert, aggressive, continuous, past, present, and future!

This five-point unbeatable combination is a specific formula for advertising success in WOW-Land.

RADIO
JOHN BLAIR AND CO.
Nat'l Representatives

WOW
A MEREDITH STATION

OMAHA
INSURANCE BUILDING
WEBSTER 3400

ROCHESTER SHARING DELAYED; EIGHT NEW UHF PERMITS GRANTED

In a legal move, Gordon Brown is successful in staying the effectiveness of the share-time grant to WHEC and WVET in Rochester.

PLUNGING deeper into the legal convulsions which confront the industry over the right to protest non-hearing TV grants under Sec. 309(c) of the Communications Act, FCC last week postponed the effective date of its new share-time permits for vhf Ch. 10 at Rochester, N. Y. [B•T, March 16].

Heeding the protest of Gordon Brown, operator of WSAY Rochester, FCC stayed effectiveness of the Ch. 10 share-time authorizations made to WHEC and WVET there and designated their applications for hearing "at a time and place, and upon appropriate issues, to be designated by further order of the Commission."

An "expedited" hearing is called for under the terms of the new protest rule, Sec. 309(c), a McFarland Act amendment to the radio-TV law. To be considered, a protest must be filed within 30 days of a TV grant. Once a protest is filed, FCC must act upon it within 15 days.

Both WHEC and WVET had been competitors for vhf Ch. 10. They obtained their grants upon submission of the share-time proposal in order to avoid lengthy comparative hearing.

Mr. Brown, charging FCC acted too quickly on the share-time proposal, protests that his newly-filed Ch. 10 application is entitled to consideration.

His complaint, only one of several filed against new non-hearing TV grants under the terms of Sec. 309(c), stems from the precedent case involving WGRD Grand Rapids, Mich., and its economic objection to the uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & TV Inc.

FCC first denied the WGRD complaint, but later reversed itself after consultation with the U. S. Attorney General and ruled WGRD is a "party in interest" under Sec. 309(c) [B•T, March 30]. The Versluis application is set for hearing April 22 in Washington, the Ch. 35 grant being stayed pending outcome.

Concurrently, FCC last week issued permits for eight new uhf stations, including one for uhf Ch. 27 at Rochester to Genesee Valley TV Co., a merger of two former competitors for Ch. 27 [B•T, March 30]. They are WRNY Rochester and Schine Chain Theatres, 55% owner of WPTR Albany. Each acquires half-interest in the new permittee.

Construction permits were issued to the following:

Alexandria, La. (City priority Group A-2, No. 131) — Barnet Brezner (general contractor), granted uhf Ch. 62, effective radiated power 21.5 kw visual and 11.5 kw aural; antenna height above average terrain 640 ft.

Lewistown, Pa. (Group A-2, No. 380)—Lewistown Bcstg. Co. (WMRF), granted uhf Ch. 38, ERP 21.5 kw visual and 11 kw aural; antenna 1,020 ft.

Tulare, Calif. (Group A-2, No. 419)—Sheldon Anderson (KCOK), granted uhf Ch. 27, ERP 105 kw visual and 59 kw aural; antenna 690 ft.

Marion, Va. (Group A-2, No. 708)—Mountain Empire Bcstg. Corp. (WMEV), granted uhf Ch. 50, ERP 110 kw visual and 60 kw aural; antenna 1,600 ft.

New Brunswick, N. J. (Group B-1, No. 138)—Home News Pub. Co., granted uhf Ch. 47, ERP 87 kw visual and 49 kw aural; antenna 430 ft.

New Orleans, La. (Group B-4, No. 184) — CKG TV Co. (WMRY), granted uhf Ch. 26, ERP 100 kw visual and 54 kw aural; antenna 330 ft.

New Orleans, La. (Group B-4, No. 184) — Community TV Corp., granted uhf Ch. 32, ERP 85 kw visual and 48 kw aural; antenna 470 ft.

Rochester, N. Y. (Group B-4, No. 191)—Genesee Valley TV Co. (merger of WRNY and Schine Chain Theatres bids), granted uhf Ch. 27, ERP 265 kw visual and 135 kw aural; antenna 440 ft. Comr. Frieda B. Hennock favored letter of further inquiry.

Post-Thaw Grants 333

The eight new station permits increase post-thaw grants to 333 and the total outstanding U. S. TV station authorizations to 441. A total of 154 stations is operating commercially.

In other actions last week, FCC denied the petition of Hearst Corp. for rehearing and dismissed the Hearst application for vhf Ch. 10 at Milwaukee. Ch. 10 was reserved for educational use by the Sixth Report and Order, FCC noted, hence the channel is no longer available for commercial use. Operator of WISN Milwaukee, Hearst went through hearing for TV there in 1948 but the freeze was imposed before a decision was rendered. FCC concluded Hearst was uniformly treated by the Sixth Report.

In a concurring statement, Comr. Robert T. Bartley commented that to delay a ruling would provide no solution. "Even if we should allow the application to remain on file after reconsideration of the allocation for Milwaukee, we could not, in fairness, refuse to consider any other commercial applicant for Ch. 10," he said.

Comr. Rosel H. Hyde dissented, stating the bid should not be dismissed "without an opportunity to re-examine the allocation of facilities to the Milwaukee area."

FCC also finalized its proposed allocation of uhf Ch. 75 to Patchogue, N. Y. [B•T, Jan. 5]. The channel is sought by WALK there. Comr. Bartley dissented "in view of the possibility of arriving at a more efficient use of the spectrum."

The Commission denied petitions of WCAE Pittsburgh and WHIS Bluefield, W. Va., and finalized its proposal to assign vhf Ch. 4 to Fayetteville, W. Va., requested by WOAY Oak Hill, W. Va. [B•T, Feb. 21]. Offset carrier requirement for reserved Ch. 4 at Chapel Hill, N.C., is changed to plus.

On petition by the Western Massachusetts Educational TV Council, Amherst, Mass., the Commission proposed rule-making to assign vhf Ch. 8 to Amherst and uhf Ch. 80 to North Adams, Mass., both to be reserved for noncommercial, educational use. Comments are due April 20.

The Commission denied a petition by Storer Broadcasting Co. to reconsider on the merits FCC's ruling that Storer must chose between pending TV bids at Miami and Wheeling [B•T, Feb. 2]. FCC, however, decided to withhold any further action for seven days on TV bids in conflict with Storer's applications both in Miami and Wheeling-Steubenville so that Storer may elect which bid it will prosecute. Ch. 10 is involved at Miami; Ch. 9 at Wheeling-Steubenville.

FCC ruled earlier that since Storer already operates four TV stations, it could apply for only one more in view of the five-station limit. This is considered a precedent decision, since the multiple ownership rule heretofore has not been applied to applications.

Storer, meanwhile, has purchased WBRC-AM-TV Birmingham for $2.4 million, subject to FCC approval, and is expected to drop both its Miami and Wheeling bids [B•T, March 30].

Other Protests

Other than the TV-grant protests by Mr. Brown and WGRD Battle Creek, FCC has received protests to its authorizations for uhf Ch. 46 at Durham, N. C., and vhf Ch. 8 (share-time permits) at Salinas-Monterey, Calif., filed respectively by WSSB Durham and KICU (TV) Salinas, new uhf Ch. 28 grantee [B•T, March 30]. Both complaints were filed pursuant to Sec. 309(c).

T. E. Allen & Sons Inc., the Ch. 46 grantee at Durham, comprising a merger of T. E. Allen & Sons and WTOB Winston-Salem, former competitors for the channel, told FCC last week that WSSB's protest specifies no issues and does not meet technical requirements of Sec. 309(c), hence it is not a "party in interest." Allen asserts that WSSB's application for Ch. 46 was untimely and asks the Commission to affirm the FCC secretary's action returning the bid to WSSB.

The Chief of FCC's Broadcast Bureau also tendered an affidavit by Joseph N. Nelson, chief of his TV Facilities Division Application Branch, refuting certain allegations of WSSB about telephone conversations on the status of the Allen application and WSSB's proposal to file.

KMBY-TV Monterey and KSBW-TV Salinas, new share-time Ch. 8 grantees, charged KICU's "letter of protest" was filed too late, is without merit and is not in proper form for consideration.

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network

Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by
Robert Meeker Assoc., Inc.

THE WINNER

OF SPACE PATROL'S BLOOD BOOSTER CONTEST

This man—and everyone whose life depends on blood transfusion—is the real winner of Ralston's Blood Booster Contest. Thanks to the promotion of radio and TV stations carrying *Space Patrol*, kids everywhere are recruiting adult blood donors. We congratulate contest winners and all stations who participated!

STATIONS WHO HELPED HIM WIN

GRAND PRIZE WINNER

(Nash Rambler Airflyte Station Wagon; fully equipped with all the "Custom Extras"—radio, conditioned air system, foam cushion seats, etc.)

RADIO STATION
WKNA
Charleston, W. Va.

TV PRIZE WINNERS

FIRST PRIZE	(Auricon Cine-Voice Sound Movie Camera, plays on any 16 mm sound projector)	**KMTV** Omaha, Nebraska
SECOND PRIZE	(Minitape Portable Tape Recorder, 13-lb., battery-operated. Model M5A)	**KSL-TV** Salt Lake City, Utah

RADIO PRIZE WINNERS

FIRST PRIZE	(Portable Magnecord Recorder with play-back amplifier. 3 heads for monitoring from tape. Model PT63)	**WAYS** Charlotte, North Carolina
SECOND PRIZE	(Minitape Portable Tape Recorder, type used by over 500 radio stations. Model M5A)	**WGH** Norfolk, Virginia
THIRD PRIZE	(Minitape Portable Tape Recorder, self-contained, network-quality recordings. Model M5A)	**WSAZ** Huntington, West Virginia

SPONSORED BY RALSTON PURINA COMPANY, ST. LOUIS, MO.

PUBLIC COLOR TV BY CHRISTMAS IS PREDICTED BY WOLVERTON

House Commerce Committee Chairman Wolverton believes public color TV will be available early if NTSC's system lives up to promises and "FCC cooperates." FCC Chairman Walker calls for caution in scrapping the current system in favor of a new one but thinks any new hearing could be shortened.

COLOR TV by Christmas. That is House Commerce Committee Chairman Charles A. Wolverton's prediction "if the National Television System Committee fulfills its optimistic promises and the FCC cooperates."

The New Jersey Republican hazarded that guess when asked his idea on when color TV for the public might arrive, following last week's testimony by FCC Chairman Paul A. Walker before the House committee investigating the status of color television [B•T, March 30, 23].

At the same time, Rep. Wolverton said the committee might ask additional manufacturers to testify in order that it can get more information on the "industrial and commercial" aspects of polychrome video. The committee has heard representatives of RCA, CBS-Columbia, DuMont, GE and NTSC.

Demonstrations Next Week

This, he said, would be considered after the Committee's visit to Princeton and New York April 14-15 to view comparative demonstrations of the NTSC and CBS systems. The committee also hopes to view RCA's receiver and tube developments and Chromatic Television's tri-color tube (the Lawrence tube).

Still unanswered is whether the Senate Commerce Committee intends to move into the color TV arena. General impression is that it will not—provided the House Committee's activities result in the public getting color video in reasonable time.

View of Sen. Edwin C. Johnson (D-Colo.), whose open letter to Senate Commerce Committee Chairman Charles W. Tobey (R-N. H.) sparked the current congressional interest in multi-hued video [B•T, March 16], is that there might be no need for the Senate to "plow the same ground" if the House Committee is successful in "giving the public color."

"If the House Committee accomplishes that," the Colorado Democrat said, "I'll say amen and glory be."

Some observers have thought the Senate might move into the realm of facets touched upon by the House Committee—origin of NPA Order M-90 which effectively banned the production of color TV receivers, the organization of NTSC and the Justice Dept.'s investigation of the electronics manufacturing industry. Sen. Johnson's observation was that most of this was "water over the dam" and he questioned whether anything could be gained by it.

Essence of Chmn. Walker's testimony before the House committee was that the Commission must be cautious before approving a new color TV system and scrapping the field sequential approved system. However, he said he thought that any future hearing could be shortened considerably.

". . . Any system of color television which is to be with the public for years," Mr. Walker urged, "merits the most serious governmental deliberation. These deliberations should not and need not be interminable, but they should assure the public that all persons having a worthwhile contribution to make to a correct answer should have the opportunity to be heard."

'Don't Let Public Decide'

This also was his answer to the RCA recommendation that the FCC immediately authorize the compatible NTSC standards and "let the public decide." He called the suggestion "fundamentally unsound."

Authorization of multiple standards would, Mr. Walker declared, "completely destroy the fundamental competitive basis upon which broadcasting was intended by Congress to operate . . . each [station] would have in effect a monopoly of the attention of its audience . . . public choice from among several color systems becomes a snare and a delusion . . . it deprives the public of the real freedom of choice in programming which is the cornerstone of our American system of broadcasting."

Mr. Walker defended the FCC's choice of the CBS-sponsored field sequential system in 1950 as the only one that "measured up to those standards [criteria for color TV]". He called attention to the FCC 1950 FCC report which said that "compatibility is too high a price to put on color." He added: "It [the field sequential system] and it alone afforded an available, adequate, simple and relatively inexpensive method of securing color television."

In answer to Dr. W. R. G. Baker, GE Electronics Div. vice president and chairman of NTSC, who asked that the FCC cooperate more fully with the NTSC group, Mr. Walker recounted the liaison already established between the government agency and the manufacturers' committee.

The FCC chairman also explained that experimental rules of the Commission applied to all services, not only to color television. Dr. Baker had complained that the FCC's regulations made it impossible to test NTSC color signals during regular programming hours. Mr. Walker assured the House committee that the FCC would be sympathetic if applications for such experimental tests were submitted. Mr. Walker also revealed that only three out of 26 original applications for authorization to test NTSC color system had been turned down.

Not only does the law require the Commission to take certain steps in matters involving rule changes, Mr. Walker pointed out, but the Commission must be certain that any standards it approves meet the tests of practicality.

Any new hearing should not take as long as the 1949-50 color hearing, he said. The Commission would not be "starting from scratch," he said. If there is only one proponent, he declared, the hearing should not take too long.

The FCC had nothing to do with NPA Order M-90, Mr. Walker said. It was not consulted, he added. In response to a question, Mr. Walker said he would have recommended against the issuance of the order, unless he was convinced by NPA officials that it was required because of the materials situation.

In response to a question from Rep. Wolverton as to when he thinks color TV might be available to the public, Mr. Walker replied: "I wish we knew, Mr. Chairman, I wish we knew."

He said he agreed with Dr. Baker that NTSC should be permitted to test its proposed system and that the four to six months for testing "seems" reasonable. He agreed that the Commission could, on its own motion, institute proceedings, but he felt that it would be best for the move to come from the industry. He also said in reply to a question that he did not think the industry in asking for time to complete tests was trying to delay color TV.

FCC CHAIRMAN Paul A. Walker was flanked by advisers before House Commerce Committee. L to r: Benedict P. Cottone, general counsel; Curtis B. Plummer, chief, Broadcast Bureau; Mr. Walker, and Edward W. Allen Jr., chief engineer.

NTSC Tests

COLOR TV tests with the compatible National Television System Committee standards are under way now with the following participants: WNBT (TV) New York, WPTZ (TV) Philadelphia, and the experimental transmitters of General Electric, Syracuse; Zenith Radio Corp., Chicago, and Allen B. DuMont Labs., New York. Tests are run when and as needed.

FCC Reports to Congress

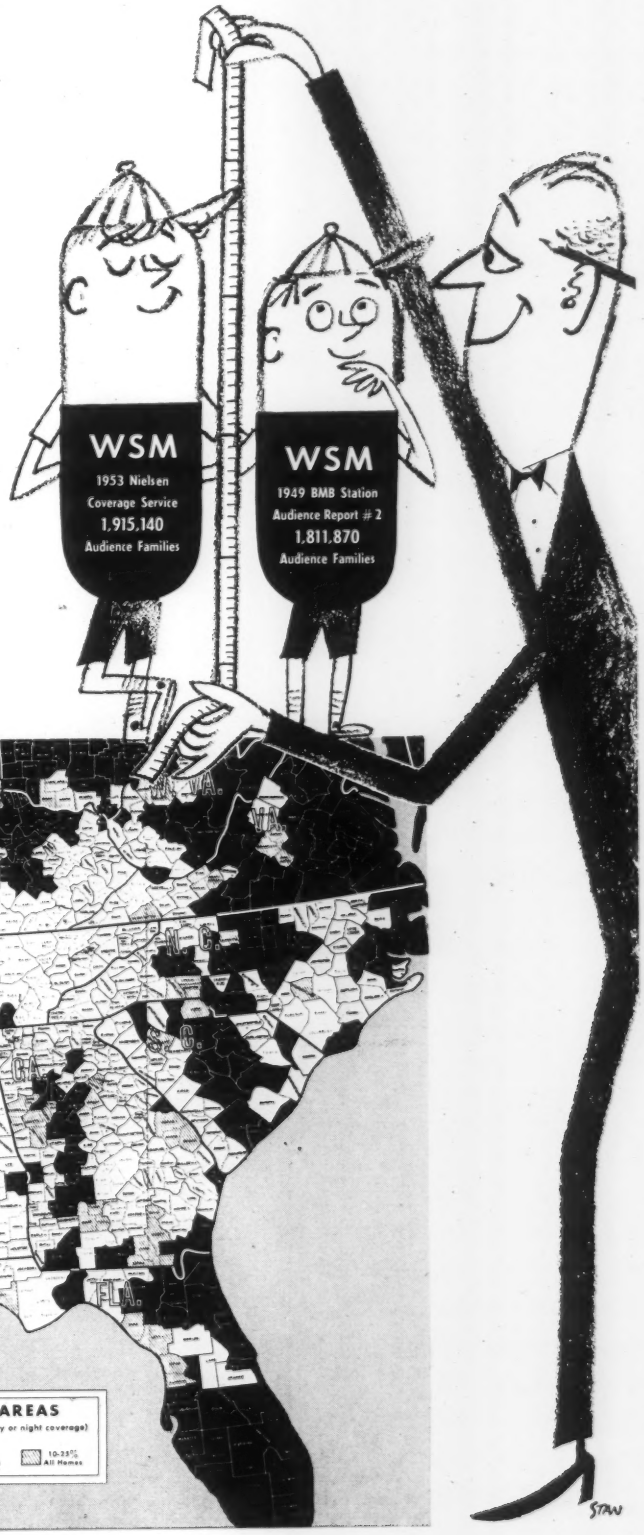
FCC submitted its third monthly report on pending applications to Congress last week, listing uncontested pending applications 90 days or older and hearing cases which were completed six months or more. Report is required by the provisions of the McFarland Act, which went into effect last July.

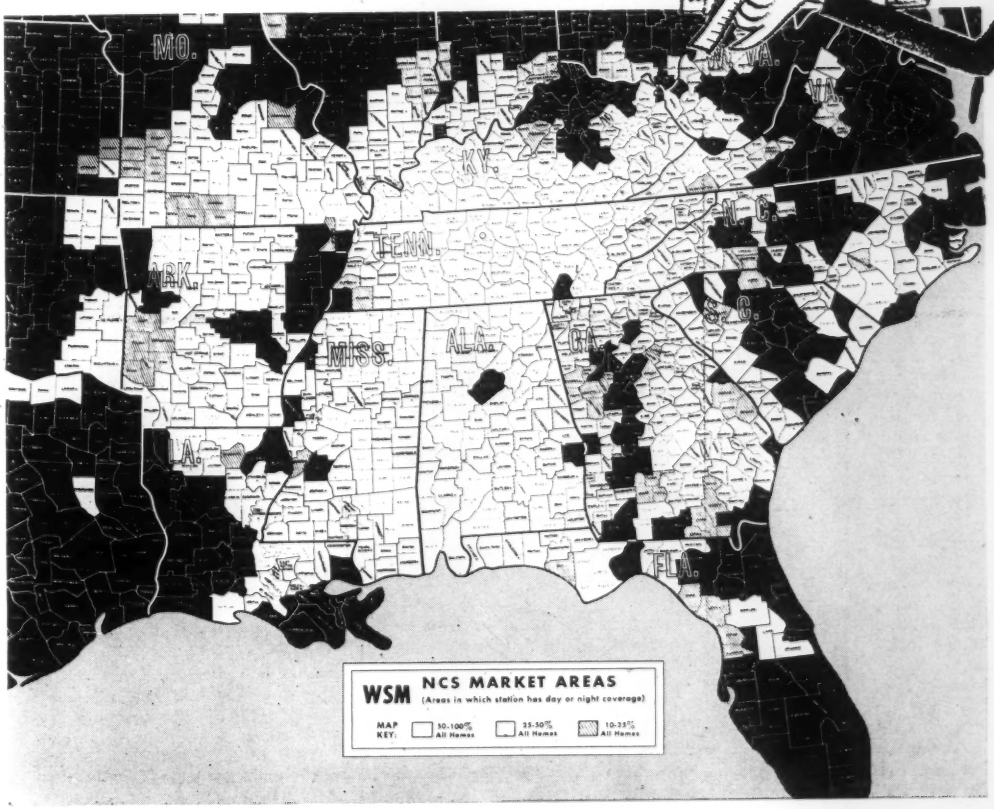
Still a Growing Boy!

We think we know what's happening to radio. We know we know what's happening to WSM. It's showing a very healthy growth, thank you. For proof we offer the comparison (right) and the latest Nielsen Coverage Study Map below.

Irving Waugh or any Petry Man will be happy to show you the complete Nielsen Coverage Study. Better see it before you make any advertising plans for the Central South.

WSM *Nashville . . . 650*
Clear Channel 50,000 Watts





SENATE TO HEAR EDUCATIONAL TV

During hearing on John C. Doerfer's nomination to FCC, Sen. Tobey announces that the Commerce Committee soon will look into educational TV.

HEARING on educational TV, April 16, was announced by Senate Commerce Committee Chairman Charles W. Tobey (R-N.H.) during discussion on reserved channels at the hearing on the nomination of John C. Doerfer, Wisconsin Public Service Commission chairman, to be a member of the FCC.

Promise for the hearings came from Sen. Tobey, when discussion among Sens. John Bricker (R-Ohio), Edwin C. Johnson (D-Colo.), John Marshall Butler (R-Md.) and others waxed warm.

Discussion started when Sen. Bricker asked Mr. Doerfer whether he was in favor of reserving channels for educational television. If educational institutions lose this opportunity, Sen. Bricker said, they may never recover "these losses."

Suggestion that educational institutions work with existing commercial stations was broached by Sen. Butler. The "freshman" Maryland Senator thought that educational programs can be worked in on regular stations, "not dedicated stations."

Force Stations to Give Time

Belief that the answer lay in giving the FCC authority to force commercial stations to devote a certain portion of their time for education was voiced by Sen. Johnson. The ranking Democrat on the Senate Commerce Committee referred to a proposal he had made during the course of the FCC's TV freeze. He said not many educational institutions have the funds and skills to put on good educational programs and run stations.

Sen. Lester C. Hunt (D-Wyo.) suggested that educational television reservations be handled on a case by case basis. That is, he said, in Wyoming where schools and colleges cannot afford to run their own stations, they should be given time on commercial stations; in Ohio where educational institutions can and desire to run their own stations, they should be given that opportunity.

Sen. Bricker declared that educational television has "great possibilities" to get the "very best programs" to the public. Reservation of TV channels for education, the Ohio Senator said, will give educators a chance to have their own stations.

"I don't want to see this great facility taken over entirely by educational institutions," he said, "but I feel strongly we are passing up one of the great opportunities in the educational field if we don't reserve channels for them."

Sen. Bricker was the author in the 82nd Congress of a bill (S J Res 28) directing the FCC to make a study of educational television and reserved non-commercial channels.

Sees Commercial Monopoly

Sen. Butler foresaw the possibility of a commercial monopoly in instances where only two channels were available for a community—one educational and one commercial.

At this point Mr. Doerfer managed to answer Sen. Bricker's original question. Mr. Doerfer said he did not know enough about the subject, was inclined to approach the question "cautiously" and would reserve judgment until he understood the situation better.

When the FCC issued its end-of-freeze report last year [B•T, April 14, 1952], it placed in reserved status for one year 242 channels for educational, non-commercial stations. Thus far it has granted 14 educational applications and has 43 on file pending action. On June 2, requests for change of these reservations to commercial usage will be entertained by the Commission. On that date, freeze on any changes in allocation table will be lifted.

Stanton's View

FIRST OPPOSITION to FCC chairman Paul A. Walker's opinion that networks should be licensed, expressed to the House Commerce Committee last month [B•T, Feb. 23], has been sounded by CBS President Frank Stanton. Appearing before the same committee, which is investigating the status of color television, Mr. Stanton was asked about his views regarding licensing of networks. He said he did not believe it was necessary, particularly since the FCC exerted an influence over networks through its control of the licenses of the networks' owned and operated stations.

In a clarification of Mr. Walker's views on network licensing, the FCC chairman two weeks ago read a statement subscribed to by the entire Commission which stated that a study of network operation should be undertaken first, after which a recommendation that networks be licensed might be made [B•T, March 16].

Mountaintop-High Power TV Urged for Montana by Craney

TELEVISION coverage of Montana's vast areas by several high-power mountaintop transmitters was proposed to the FCC last week by E. B. Craney, treasurer of Television Montana, in withdrawing an application for Ch. 3 in Great Falls.

Mr. Craney is president of KXLY-TV Spokane and operates a group of northwest radio stations. He is a principal in KXLF Butte, which has received a Ch. 6 TV grant [B•T, March 9].

Recently Television Montana called a conference of Montana TV applicants to discuss the chance of getting FCC approval of high-power mountaintop stations on a group basis, with dominance avoided through limitation of stock ownership in any one person or group.

The plan would bring TV service to most of the people of Montana rather than serve only a few in centers of population, according to Mr. Craney, making the state a single market desirable to national advertisers and thus attracting top programs.

Mr. Craney told FCC the plan "would have the possible drawback of instituting a state rather than a community TV system but for a state of such wide area and few people this would probably prove a boon rather than a drawback." The plan has been abandoned for lack of cooperative interest, he said.

Television Montana is going ahead with its Butte CP plans but may again ask a change in transmitter site, he said. As to Great Falls, he said a grant has been made to others (KFBB-TV, Ch. 5) and the Television Montana application is tied up and will have to go to hearing.

KGKL SURRENDERS VHF CH. 3 CP

THE FIRST post-thaw TV construction permit to be surrendered—for vhf Ch. 3 at San Angelo, Tex.—was turned back to the FCC last week by KGKL San Angelo because "the market is not large enough to support two TV stations."

Another TV grantee. Westex TV Co., already is building on vhf Ch. 8 there. It is identified in ownership with KTXL San Angelo.

Lewis O. Seibert, secretary-treasurer and 10% owner of KGKL Inc., licensee of KGKL and permittee of KGKL-TV, told B•T last week that he considers the two-TV station situation there "economically unsound," eventually resulting in "inferior service."

"There is no cheap way to operate a television station that I know of," Mr. Seibert commented.

Earlier, one operating TV station—also a post-thaw grantee—discontinued service for economic reasons. It was KONA-TV Honolulu, assigned vhf Ch. 11 and the island city's second operating station. KONA-TV has been purchased jointly by KPOA and KGU Honolulu [B•T, March 16].

San Angelo had a 1950 population of 52,093, with 89.7% radio saturation accounting for 13,742 radio homes. The primary area of KGKL encompasses 32,963 radio families, Mr. Seibert quoted from a recent audience report.

KGKL and KTXL are the only local radio stations. Founded in 1928, KGKL is assigned 5 kw day, 1 kw night on 960 kc, directional night, and is an ABC affiliate. KTXL, founded in 1947, is a Mutual outlet and assigned 250 w on 1340 kc.

Mr. Seibert has purchased the remaining 90% interest in KGKL from other stockholders for a total consideration of $450,000 [B•T, March 16]. Application for assignment of the station's license from KGKL Inc. to Mr. Seibert individually is pending FCC approval. Mr. Seibert acquires all company assets in the transaction.

The balance sheet of KGKL Inc., submitted with the transfer bid and dated Nov. 30, 1952, reported total current assets of $204,300, including nearly $111,000 cash. Fixed assets totaled $25,900. Liabilities were listed as $32,000. Total net worth was given as $198,000-plus. Surplus of nearly $135,000 was given, with current profit cited as in excess of $23,000. Mr. Seibert's net worth was given as nearly $103,000 on Dec. 22, 1952.

Hobby Nominated

NOMINATION of Mrs. Oveta Culp Hobby (KPRC-AM-TV Houston, *Houston Post*) to be a Cabinet member was sent to the Senate Thursday by President Eisenhower. Under the President's Reorganization Plan No. 1, the Federal Security Agency becomes the Dept. of Health, Education and Welfare. Legislation (HJRes-223) bringing about cabinet status was passed by the House March 18 and by the Senate March 30, and signed immediately by the President. Mrs. Hobby's new title will be Secretary of Health, Education and Welfare. The nomination is effective April 11, if confirmed by the Senate.

CHARLES S. PATCH
Patch's Department Store, Inc.
Southern Pines, N. C.

"AP news has been the mainstay of our advertising for six years. To check on the results, we recently made a study of our bank clearances and charge accounts. It showed that occasional customers now travel 25 per cent further to trade with us—and become regular customers. With AP news over WEEB, we are consistently gaining new accounts that formerly went into other communities to trade."

JACK S. YOUNTS
President, WEEB
Southern Pines, N. C.

"With AP news you have a program for every level of advertiser —a serving for every taste. Our satisfied sponsors include such diverse businesses as auto dealers, a farm supply store, and an insurance agency."

or Sponsors.. AP NEWS means RESULTS

VIRGIL ZIEBARTH
Ziebarth Chevrolet-Cadillac Co.
St. James, Minnesota

"Our noon news broadcasts over KSUM bring immediate results. Many times we advertised a used car, truck or piece of farm machinery at noon—and sold it before 1 P.M. I hope sincerely we'll be sponsoring AP news for many years to come."

FRANK ENDERSBE
Manager, KSUM
Fairmont, Minnesota

"We ORIGINATE eleven daily newscasts—all sold. AP news means continued good will from sponsors."

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

Hundreds of the country's finest stations announce with pride
"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

XUM

BUDGET BUREAU CUTS FCC $1.2 MILLION

Economy-minded GOP Bureau slices FCC budget request to $7.1 million, it is revealed on Capitol Hill. Next consideration is up to Congress.

FCC got cut $1.2 million by the new economy-minded Republican Budget Bureau—from $8.3 million to $7.1 million for fiscal 1954—transcript of executive testimony before the House Appropriations Committee on Feb. 26, released today, revealed. The House committee has still to recommend an appropriation.

Hearing record showed that the FCC requested $9.9 million and was trimmed to $8.3 million in President Truman's budget message. Further trimming accomplished by President Eisenhower's budget director cut requested personnel in technical research and frequency allocation, field engineering and monitoring and safety and special radio services, leaving them at present levels.

Cuts also eliminated funds for proposed network study and requested funds for printing and reproduction by more than 50%, for the purchase of equipment by 45% and for land and structures by 85%.

Broadcast Bureau personnel was cut back from requested 276 to 256, which compares with 150 employed in 1952 fiscal year and estimated 194 this year. The reductions were made on the assumption, FCC Chairman Paul A. Walker informed the House committee, that standard broadcasting backlogs would be permitted to increase and that productivity would be increased, and that further streamlining was required in handling renewals, transfers and assignments.

No cut was made in the estimated personnel required to handle TV and FM cases, Mr. Walker said.

Commission has a backlog of 17,621 applications pending as of Jan. 31, Mr. Walker informed the committee. Of these, 2,274 were broadcasting applications (870 AM, 189 FM, 883 TV and 332 others). Mr. Walker said there were 550 conflicting TV applications which would have to go to hearing. He estimated, at committee urging, that it might take "three, four, five years before we get caught up with our present force."

Need 40 Examiners

It would take a staff of 279 to clean up the existing TV hearing cases by June 30, 1954, Comr. Robert T. Bartley said in submitting a survey made by the staff at his request. This would cost $1,671,200 in salaries he said. Estimate is based on use of 40 examiners, he explained.

Length of TV hearings was subject of complaint by Reps. Albert Thomas (D-Tex.) and Sidney R. Yates (D-Ill.). They asked why attorneys' examinations and cross examinations were unduly prolonging hearings.

Mr. Walker replied in these words:

You are right, and that sounds like a very simple statement, it looks like a very simple thing until you get into these hearings and some of the lawyers begin to cross-examine the opponent on the ground of his financial qualification, and those things run on and on and on, and yet, as I say, we have tried to shorten up the time of the hearings by provision in our rules, and through cooperation of the local bar associations, and still these hearings go on for a long, long time.

It is the hardest thing in the world to keep a lawyer quiet or to keep him from asking too many questions—and I am not saying that critically; I am just telling you that it is a part of the process that is hard to reform so as to keep these hearings down to a reasonable length of time.

In answer to another question by Rep. Yates, the Commission furnished the following information regarding newspaper ownership: Newspapers have a direct or indirect interest in 86 of the 355 TV stations authorized and in 556 of the 2,450 AM stations operating. That is 24% of the TV stations and 22.7% of the AM stations, the Commission reports.

Information submitted to the House committee also showed that the FCC owned $2,186,384 worth of equipment.

FCC Remote-Operator Rules Go Into Effect on April 15

REVISED FCC rules permitting remote operation of transmitters of 10 kw or less power and easing operator ticket requirements will go into effect April 15, ending a long battle by NARTB to obtain recognition of technical progress.

FCC last Monday denied an appeal by International Brotherhood of Electrical Workers, (IBEW) [B•T, March 9] for reconsideration of its Jan. 26 order revising the rules [B•T, Feb. 2]. NARTB last March 17 had filed a motion to strike the IBEW petition and had opposed the union's arguments. IBEW had claimed security hazards plus economic injury to technicians.

In its denial order the FCC held IBEW had brought up no new facts or policy considerations nor were its claims of harmful effect on the Conelrad alert plan of radio-TV silence found to be convincing.

Based on Economic, Technical Grounds

The new rules changes are based on both economic and technological grounds, FCC emphasized, but warned that compliance is dependent to a large extent on the good faith of licensees.

Comr. Hennock dissented on the ground IBEW's petition warrants further hearing, including oral argument.

FCC's action clinched a campaign by NARTB under direction of a special committee headed by William C. Grove, KFBC Cheyenne, Wyo., and head of Wyoming Cowboy Network. Bernard Koteen served as special counsel to the committee.

In a separate ruling FCC ordered WGNS Murfreesboro, Tenn., to cease operating with a person (named Freeze), who holds no operator's permit, and with an operator of lesser grade than authorized, as well as to keep required program logs.

Ask Conelrad Change

FCC has been asked by NARTB and NBC to extend the release date of its proposed Conelrad manual for 30 days to permit additional comments. The Commission proposed to incorporate the Conelrad plan (AM broadcast operation during enemy air attack) into its rules.

NARTB notes that FM and TV stations are eliminated from operation under Conelrad and required to maintain silence during "alerts." It suggests the rules be modified to include FM and TV if an acceptable plan can be devised at this time.

Walker Approves Ike

ALTHOUGH it wasn't revealed at the time, FCC Chairman Paul A. Walker was in attendance at the Session of the National Presbyterian Church, Washington, D. C., which accepted President Eisenhower as a member of the church on Feb. 1. The President met with the Session on that day just before the regular Sunday worship service and was accepted as a member upon confession of faith. The Session is the governing body of the church. Chairman Walker is one of the 30 Elders who comprise the Session at the present time.

Reductions in VOA Stations Save $500,000—Dr. Johnson

IIA Administrator Johnson reports cancellation of contracts for 12 transmitters results in U. S. saving of a half-million dollars annually.

REDUCTION in the number of Voice of America shortwave transmitting stations [CLOSED CIRCUIT, Oct. 20, 1952] was announced last week by Dr. Robert L. Johnson, head of the International Information Administration. Cancelled, as of June 30, 1953, were contracts with five private broadcasters for 12 transmitters, resulting in a $500,000 annual saving, Dr. Johnson said.

The Voice has been under fire by two Senate groups—Permanent Investigating Committee, headed by Sen. Joseph R. McCarthy (R-Wis.), and a Senate Foreign Relations subcommittee, chairmanned by Sen. Bourke B. Hickenlooper (R-Iowa). The McCarthy committee has heard complaints of inefficiency and communist infiltration [B•T, Feb. 23, et seq.]. The Hickenlooper subcommittee, a continuance of a study begun last year, has been looking into the practices and effectiveness of the entire overseas information program [B•T, Feb. 9].

Contracts Cancelled

Cancelled were contracts with the following broadcasters (figures in parenthesis indicate number of transmitters affected): World-Wide Broadcasting Corp., Scituate, Mass. (5); Associated Broadcasters, San Francisco (2); General Electric Co., Belmont, Calif. (2); Crosley Broadcasting Corp., Mason, Ohio (2), and Westinghouse Electric Corp., Hull, Mass. (1).

Continuing in use are 30 shortwave transmitters, of which 16 are owned by the U. S., six privately and eight jointly.

The Voice also owns and operates medium wave transmitters in Munich, Germany; Salonika, Greece; Wolferton, England, and the *U.S.S. Courier*. All of these operate with 150-300 kw output. Munich is due to be boosted to almost 1,000 kw. Under construction are two additional medium wave transmitters in the Far East and in the planning stage is one for the eastern Mediterranean.

Voice also operates RIAS (Radio in American Sector) Berlin, used for domestic German consumption. In addition, VOA furnishes friendly foreign governments with transcriptions, tapes and scripts for use on domestic facilities for home consumption.

Reduction in the number of shortwave transmitters was brought about, Dr. Johnson said.

XUM

Now

WBBM-TV

"Chicago's Showmanship TV Station,"
already drawing one-third of the
average audience in its four-station market
(with the curtain just going up!)

in

CHICAGO

the nation's second-largest market
in television circulation,
population, effective buying income, retail sales
...any way you count the house

is represented by

CBS TELEVISION SPOT SALES

which can get you into some of the best
and most sales-effective acts
in Chicago and nine other TV markets,
including the four largest.*

**CBS Television Spot Sales also represents*
WCBS-TV, *New York*, WCAU-TV, *Philadelphia*, WTOP-TV, *Washington*,
WBTV, *Charlotte*, WMBR-TV, *Jacksonville*, WAFM-TV, *Birmingham*,
KGUL-TV, *Galveston-Houston*, KSL-TV, *Salt Lake City*, KNXT, *Los Angeles*,
and CTPN, *the CBS Television Pacific Network.*

by a reduction of about 15% in the amount of program time being broadcast worldwide. This resulted in excess transmitter facilities, he pointed out.

Meanwhile, the Senate subcommittee ended several weeks of hearings last week, with Advertising Council President Theodore S. Repplier, publicist Edward L. Bernays and pollster Dr. George Gallup testifying. Mr. Repplier suggested advertising techniques be more fully used in overseas propaganda, and Dr. Gallup called for larger appropriations and more serious evaluation studies.

Following the Easter recess, the subcommittee will resume sessions, with State Dept. officials scheduled to appear in behalf of the IIA.

FCC Paperwork Reduced For Radio-TV—Strouse

SHARP slashing of red tape involved in filling out FCC forms has brought a new and harmonious relationship between the industry and the Commission, according to Ben Strouse, WWDC Washington, chairman of the radio-TV committee of the Advisory Council on Federal Reports.

Writing in the Council's 10th anniversary report, Mr. Strouse said that the number of forms to be filled out by broadcasters has been cut from 18 to 8 and the number of pages from 379 to 52 [B•T, Nov. 3, Oct 6, 1952].

Form Styling Revised

Styling of forms has been revised to permit carbon copies and ease of handling, resulting in common benefit, Mr. Strouse explained. He said the informal FCC-industry discussions, in cooperation with the Bureau of the Budget, have involved a spirit of "give and take and a desire to cooperate by both parties that alone makes the existence of our committee worthwhile." David E. Cohn is Budget Bureau liaison with the committee.

The joint undertaking, Mr. Strouse added, has resulted in extensive reduction in costs involved in filling out station forms for the FCC.

Illinois Solon Seeks TV Libel Legislation

LIBEL LEGISLATION designed to place television on the same footing with radio and the press under Illinois law has been introduced in the state legislature at Springfield.

Sen. William D. Connors (D-Chicago) sponsored a bill which would render station owners and others guilty of libel for "maliciously and knowingly" permitting broadcast utterances defaming anyone. It would amend present statutes which were revised in 1945 to include radio as well as the press.

Special Exemption

As under current law, special exemption is provided for utterances in political campaigns. The bill explains that "the truth shall be a sufficient defense," as in radio and press cases. Penalties call for up to one year imprisonment and a $500 fine.

A Chicago attorney familiar with broadcasting operations and libel raised the question of whether the Connors legislation might not be unconstitutional and extend beyond criminal into civil liability. The present radio libel law, he noted, extends only to criminal offenses.

Color Quip

AFTER hearing Dr. Allen B. DuMont observe that he didn't think any color system was ready yet although previous witnesses had flatly said it was, House Commerce Committee Chairman Rep. Charles A. Wolverton (R-N.J.) observed: "I guess we'll have to get a crystal ball if we want to know whether color television is here or not." Immediately, a colleague added: "A color crystal ball." And another quipped: "Compatible or incompatible, Mr. Chairman?"

FCC Grants Three Transfers, Five New AM Stations

FCC last week granted three station transfers and five construction permits for new AM stations.

Consent was granted to:

Assignment of license of KCOK Tulare, Calif., to Sheldon Anderson in compliance with the will of Herman Anderson, deceased.

Assignment of construction permit of WCIN Cincinnati from New York Technical Institute of Cincinnati Inc. to Robert W. Rounsaville for $15,646.95, amount expended by the former.

Assignment of permit of KPLN Camden, Ark., from Leo Howard, trading as Mid-South Broadcasting Co., to D. R. James Jr. Comrs. E. M. Webster and Frieda B. Hennock dissented.

Five construction permits were granted for new AM stations:

Andrew B. Letson, Ocala, Fla., 900 kc, 500 w daytime. O. A. Tedrick, El Dorado, Kan., 1360 kc, 500 w day. Moritz Zenoff, Henderson, Nev., 1440 kc, 250 w, unlimited. Luther M. Jones, Jackson, Ohio, 1280 kc, 1 kw day. Tiger River Corp., Chattahoochee, Fla. (WKDO), granted construction permit to replace one which expired, 1380 kc, 500 w daytime.

KDON Santa Cruz, Calif., was authorized to move its main studio to Salinas, maintaining present studios at Santa Cruz and Long Beach (1460 kc, 5 kw unlimited, DA).

KOPL Los Angeles was authorized to increase power on 1540 kc daytime from 5 kw to 10 kw.

WBUT Butler, Pa., was granted change from 1580 kc to 1050 kc, operating with 500 w day, DA.

KEAR San Mateo, Calif., was granted power increase from 1 kw to 10 kw, operating unlimited time on 1550 kc, DA-2.

KWIL Albany, Ore., was granted change from 1240 kc, 250 w unlimited to 790 kc, 1 kw unlimited DA-2.

NARTB Asks FCC Changes In Its Rules Sec. 1.342

CHANGES in FCC's proposed amendment of Sec. 1.342 of its rules, covering documents that AM, FM, TV and international broadcast stations must file, were asked last Monday by NARTB.

Agreeing that changes are needed to end confusion about what documents should be filed, NARTB asked that interested parties get a chance to comment once more when the proposed language has been finalized. NARTB also urged FCC to remove a proposed section relating to filing of mortgage or loan agreements. Other portions of the rules require full disclosure before changes in control or ownership can be made, NARTB held.

Elimination of Bulk Time Provision

Elimination of a provision governing bulk time sales on the ground it is covered elsewhere in the rules was asked by NARTB. It suggested removing part of an amendment covering filing of contracts relating to officers, directors or regular employes paid on a percentage of net profits or required to share net losses. NARTB claims this clause should be limited to management personnel other than officers, directors or employes of the licensee.

KLZ BRIEF DENIES RIVAL'S EXCEPTIONS

FCC sets oral argument in the Denver Ch. 4 case as KLZ replies to exceptions filed by Denver Television Co.

REPLY to exceptions to examiner's initial decision in the Denver Ch. 4 case, filed three weeks ago by Denver Television Co. [B•T, March 23], was made last week by KLZ Denver, favored for the TV grant. At the same time, the FCC set April 23 as the date for oral argument on this case.

KLZ brief emphasized that Examiner James D. Cunningham found no violation of the chain broadcasting rules through KLZ's affiliation agreement with CBS. It also reiterated the examiner's findings that KLZ was better qualified than Denver Television because of (1) local residence, (2) public service and community affairs, (3) integration of ownership and management, (4) quality of proposed programs, (5) public support, (6) operating policies, (7) overall plans for service, and (8) ability to execute plans and policies due to facilities and experience of staff.

Denver Television's attempt to brand the KLZ-CBS affiliation agreement a violation of chain broadcasting rules was rebuffed by KLZ in its brief. KLZ quoted the examiner's contention that Denver Television's position was a "strained interpretation" of those rules. It also pointed out that first refusal rights for TV—the provision at issue—had been in existence by networks for at least 12 years and that FCC had done nothing about it.

Allegation that principal KLZ stockholders Harry Huffman, Frank H. Ricketson and Theodore R. Gamble were tainted with an anti-trust brush was rejected by KLZ. The Denver station emphasized that these men were employes of corporations subjected to anti-trust proceedings many years ago and that none controlled the policies of the companies with which they were associated.

Reference to third principal stockholder J. Elroy McCaw—that he misrepresented holdings and positions in application—was denied by KLZ. In Mr. McCaw's 20-year record in broadcasting, no material discrepancies were found, KLZ said. It also called attention to the examiner's decision which found that there was no attempt by Mr. McCaw to misrepresent.

Radio and TV are complementary, not competitive as alleged by Denver Television, KLZ brief asserted. This was in response to the position of Denver Television that radio ownership should be considered a disqualifying factor in TV grants.

There is no record that TV has cut the aggregate AM audience, KLZ said. It also pointed to the increase of national spot AM business since the advent of TV.

In answer to the Broadcast Bureau's exceptions to the examiner's comments that there was no Commission policy requiring consideration of the possible conflict of interests between AM and TV under the same ownership, KLZ said it agreed with the Broadcast Bureau that the issue should be resolved, then emphasized that it had been raised and resolved by the examiner—in favor of KLZ.

XUM

No, it isn't TV... No, not TV in the usual sense.
As a matter of fact, it's pre-TV; a smart sponsor with a projector
is checking audience reactions before he airs his program. A cinch, of course,
because his show's on film. Still another reason it's being said,
more and more . . . you're sure—when you use **Eastman Film.**

For complete information, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

OR

W. J. German, Inc., Agents for the distribution and sale of Eastman Professional Motion Picture Films

Fort Lee, N. J. Chicago, Ill. Hollywood, Calif.

Mid-Continent Uses Film As Exhibit Before FCC

IN what is believed a first in FCC annals, a motion picture film was introduced as an exhibit in a hearing last week.

The eight-minute film visually portrayed in color and sound the studio facilities proposed by Mid-Continent Television Inc., applicant for vhf Ch. 10 in Wichita, Kan. The reel was run as an official exhibit in the Wichita hearing which began last Monday.

Competing with Mid-Continent is 250-w KAKE (on 1240 kc).

Using scale models of proposed studios and equipment, the film describes facilities and relates them to proposed programs. Narration is by Paul C. Munroe, former Liberty Broadcasting System sales vice president, who is vice president and general manager of Mid-Continent. The film is reported to have cost $750.

Major stockholders in Mid-Continent are Wichita oilmen Theodore and Ralph Gore and motion picture exhibitor-broadcaster Sherrill Corwin.

Mid-Continent estimated it will spend more than $1 million to contruct the station, $665,000 to operate the first year. Estimates include $30,000 for exhibits and Washington hearing, excluding legal and engineering fees. Firm is represented by Washington attorneys Cohn & Marks.

D. C. Educational Bid

FCC was asked recently by the District of Columbia school board not to take "unfavorable" action on its educational TV application until Congress acts on a request for $400,000 to start the station. A number of educational and cultural groups in Washington recently formed a cooperative group looking toward control of the educational TV channel reserved for the city.

DuMont Request Opposed

BROADCAST BUREAU of the FCC filed an opposition last week to the request of Allen B. DuMont Labs. that the Commission's decision in the Paramount case holding that DuMont is controlled by Paramount Pictures Corp, be reconsidered [B•T, March 16]. The Commission's decision on the control issue was supported by the findings, the Broadcast Bureau said.

Levity on the Hill

DURING FCC Chairman Paul A. Walker's appearance before the House Commerce Committee on color TV, he made the point that if everyone agreed on the standards and details of a compatible system the FCC hearing should be short. "I doubt that, Mr. Chairman. As a country boy, I doubt that," quipped Rep. Joseph R. O'Hara (R-Minn.). Retorted Mr. Walker, "As a country boy, I agree."

News Suppression Check

THE White House will investigate complaints by newsmen that federal agencies are suppressing news, President Eisenhower told his Thursday news conference. He advised radio-TV and newspaper correspondents to report complaints to James C. Hagerty, his radio-press secretary. The secrecy charges were ascribed to an executive order issued in autumn 1951 by former President Truman.

Proposed Findings Filed By Three Flint Contestants

PROPOSED findings were filed by the three contestants in the Flint, Mich., vhf Ch. 12 TV hearing last week and replies to these findings are due at FCC today (Monday), giving indication that an early initial decision is expected by Hearing Examiner Benito Gaguine.

The Flint Ch. 12 contestants are WJR Detroit, WFDF Flint and W. S. Butterfield Theatres Inc., owned 26% by the Regents of the U. of Michigan, permittee of WFUM (FM) Flint and operator of WUOM (FM) Ann Arbor.

WJR argues its application should be preferred because its site will allow coverage not only of Flint but also of 96% of the Detroit metropolitan area. WFDF contends it plans a truly Flint outlet and has chosen a site to render the best service to Flint, while Butterfield stresses its link with the U. of Michigan and educational program plans.

Both WJR and Butterfield hold WFDF, a Bitner interest, should be denied because it failed to meet competition requirements of the multiple-ownership rule, noting the Bitner group already controls WFBM-TV Indianapolis and WOOD-TV Grand Rapids. WFDF and Butterfield, however, argue WJR is actually proposing a Detroit station after failing earlier to acquire a vhf station at Detroit. WFDF contends the multiple-ownership argument is without merit since WJR covers Flint and Butterfield is seeking to protect multiple movie interests with a TV grant.

The Chief of FCC's Broadcast Bureau was not asked to file findings in this case, but is expected to prepare replies to the proposed findings of others.

FCC Grants WOSA Renewal

WASHING out charges of "premature construction" made by WSAU Wausau, Wis., against WOSA there following grant to WOSA for boost in power and move of site [B•T, Feb. 16], FCC last week granted regular renewal of license to WOSA without comment. WOSA is owned by Rep. Alvin E. O'Konski.

Formerly WLIN Merrill, WOSA was authorized switch to Wausau and boost in power to 5 kw, directional, operating full time on 550 kc. Just before filing of the WSAU complaint, Rep. O'Konski advised FCC of certain minor construction prior to grant and requested a condition upon the grant that such construction not be employed by WOSA. FCC subsequently so conditioned the grant. WOSA is a Mutual affiliate.

Green Bay Replies To WMAM Charges

GREEN BAY Broadcasting Co., licensee of WDUZ Green Bay and WMAW Menominee Mich., has denied charges that its TV application for vhf Ch. 11 at Menominee is defective WMAM Marinette, Wis., has asked FCC to dismiss the Green Bay application which is in conflict with its own Ch. 11 bid [B•T, March 9].

In its reply, Green Bay contends FCC found its application in proper form for acceptance pursuant to Sec. 1.371 of the Commission rules and asserts there is no merit in contentions by WMAM that the application is insufficient as to legal and financial qualifications. Green Bay states it has full right to prosecute all applications before FCC, including TV, regardless of pending transfer of ownership. Green Bay's petition was prepared by Samuel Miller, Washington radio counsel.

Meanwhile, FCC has approved sale of 65.1% interest in Green Bay by I. S. and C. L. Kramlich for $60,000 to Ben Laird, director and minority stockholder; Harold R. Murphy, part owner of WIGM Medford, Wis.; and Edward and William E. Schons, stockholders in KLIL Estherville, Iowa, and WKAI Macomb, Ill. FCC also advised WMAW that its bid to increase power from 100 w to 250 w, operating full time on 1340 kc, requires a hearing because of objectionable interference and the excessive number of people in the blanket area.

Cunningham Denies KMYR Petition on Ch. 7

FCC EXAMINER James D. Cunningham last week denied a KMYR Denver petition to reopen the Denver Ch. 7 TV hearing on grounds that competitor KOA had a program contrary to policies expressed in TV exhibits [B•T, March 23]. KOA rebutted KMYR allegations, saying the program was only a two week test to determine the best format for an all-night audience. KOA is on 24-hour operation in conjunction with Conelrad civil defense program.

FCC still has not acted on the KMYR and Broadcast Bureau petition requesting Commission to defer action on KOA's renewal until "questions" regarding NBC's interest in Denver clear channel station raised in TV hearing are resolved [B•T, March 30]. KOA reply last week said there is no reason to defer renewal and that insufficient grounds are alleged for Commission not to renew. KOA said question of NBC interest in the station—when sold to Bob Hope-Denver group—was known to the Commission when it approved the station's sale.

Pending clarification of petitions and oppositions, however, Commission deferred renewal action last week. Earlier this year, Commission deferred action on KMYR renewal pending outcome of concealed ownership allegations made during TV hearing.

WOWO Granted 50 kw Power

FCC Wednesday announced grant of Westinghouse Radio Stations' application for power increase of its WOWO Fort Wayne, Ind., from 10 to 50 kw with nighttime directional antenna and change of its transmitter site, subject to engineering conditions. A proposed decision for the grant was made March 29, 1950, but had been withheld pending the FCC's satisfaction that there was no question of WRS' qualifications. WOWO is on 1190 kc.

TIME INC. BUYS KDYL-AM-FM-TV; LARSON WILL HEAD OPERATION

Publisher Henry Luce's company announces its second venture into the broadcasting field, purchasing Intermountain Broadcasting & Television Corp.'s Salt Lake City outlets. Price is $2.1 million.

SECOND venture of Time Inc. into broadcasting was made public last week when the purchase of KDYL-AM-FM-TV Salt Lake City for $2.1 million was announced by the publishing firm's president, Roy E. Larsen, and KDYL President Sidney S. Fox.

The Henry Luce-owned company (*Time, Life, Fortune*) also announced that G. Bennett Larson, vice president and general manager of WPIX (TV) New York will be associated with it in the ownership of the Utah properties. Arrangement will be similar, it is presumed, with that existing between Time Inc. and former FCC Chairman Wayne Coy in the ownership of KOB-AM-TV Aubuquerque, N. M.

Purchase of 100% of the stock of Intermountain Broadcasting & Television Corp., licensee of the KDYL stations is subject to FCC approval. A formal application for transfer of control will be filed soon. Of the 20,000 outstanding shares of Intermountain, pioneer broadcaster S. S. Fox owns 10,740. Other major Intermountain stockholders are Fred B., Hazel and G. A. Provol, 3,650 and Jessie F. and L. A. Loeb, 4,150.

Agreement Terms

Under the terms of the agreement, signed last week, Time Inc. placed a $210,000 deposit on the purchase and promised to pay $1.58 million on closing date, $210,000 on adjustment date and $100,000 one year after adjustment date at 4% interest. The purchase price of $2.1 million will be adjusted after FCC approval to provide for net quick assets.

Scheduled to be organized is a new company which will hold the licenses of KDYL-AM-FM-TV. It is this company with which Mr. Larson —who began his radio career with KDYL 27 years ago—will be associated. Time Inc. will own 80% and Mr. Larson 20%, it is understood. Mr. Larson will be president and general manager of the new company. Physical assets of the properties will be owned by Time Inc. subsidiary Printing Developments Inc., which will lease them to the new operating company.

NBC-affiliated KDYL began operating in 1922, radiates 5 kw on 1320 kc. In 1947, KDYL-FM was established, and in 1948 KDYL-TV. KDYL-TV, also affiliated with NBC, operates on Ch. 4, has an effective radiated power of 30 kw. It recently moved its transmitter to Mt. Vision in the Oquirrh Mountain range, 9,000 ft. above sea level, and is said to cover 200 miles outside Salt Lake City, including 87% of the population of Utah as well as parts of Idaho, Wyoming and Nevada. Antenna is 3,080 ft. above average terrain.

Agreement indicates that Intermountain's liabilities total $350,128.53. No figures were given for assets or income. Unless FCC approves within six months following the filing of the transfer applications, the contract may be terminated. Agreement also provides that the NBC affiliation for both the radio and TV stations must be continued in order for the sale to be consummated.

No personnel changes are contemplated, according to a Time Inc. statement. The firm also stated that Mr. Fox will continue in an advisory role. It is understood he will receive a $100,000 consulting fee over a several year period. KDYL executives include John M. Baldwin, vice president and technical director; George A. Provol, commercial manager; Dan Rainger, program director; E. J. Drucker, sales director, and Connie Eckhardt, film buyer.

Time Inc. bought KOB-AM-TV from T. M. Pepperday, publisher of the *Albuquerque Journal*, last year for $900,000 [B•T, May 28, 1952]. New Mexico properties are jointly owned by Time Inc. and Mr. Coy. Mr. Coy is also radio-TV consultant to Time Inc. KOB-TV is due to begin construction soon of a new transmitter atop Sandia Mt., 11,500 ft. above sea level.

Time and *Life* have participated in radio and

* * *

DISCUSSING Time Inc. purchase of control of Intermountain Broadcasting & Television Corp., licensee of KDYL-AM-FM-TV Salt Lake City, are (l to r) Time President Roy E. Larsen; Sidney S. Fox, Intermountain president and principal stockholder, and WPIX (TV) New York Vice President G. Bennett Larson, who will become president-general manager and 20% owner of KDYL-AM-FM-TV upon authorization of the transfer by FCC.

RADIO IN THE Upper Midwest...

. . . always has been the best cost per thousand medium.

Today KSTP Radio is a better buy than ever before.

A dollar gets a lot more. Ask your Petry man.

KSTP

KSTP

50,000 WATTS
CLEAR CHANNEL
THE NBC STATION

REPRESENTED BY EDWARD PETRY and COMPANY

MINNEAPOLIS, ST. PAUL

DEBUT of Nash-Kelvinator as a sponsor of NBC-TV's *Welcome Travelers* is discussed by (l to r): Bob Cunningham, show's co-host; Tim King, N-K advertising manager; Tommy Bartlett, program star; Norman Blackburn, vice president in charge of radio-TV, Geyer Adv. Co., and Jack Bonning, advertising executive, Nash-Kelvinator. Firm is sponsoring first quarter-hour Friday segment of Monday-through-Friday series, 2:30-3 p.m. CST.

television for many years as sponsors and as producers. Time Inc.'s March of Time produced last year's *Crusade in Europe* and the now current *Crusade in the Pacific*, and also produces a half-hour news documentary shown weekly by many stations.

Forty-three-year-old "Ben" Larson began his career in radio in 1927 at the age of 16 at KDYL. Two years later he was named KDYL program director. In 1929 he moved to NBC New York as a producer-director. While with NBC, Larson was responsible for the Damrosch music series, Ed Wynn's *Fire Chief* show, Chase & Sanborn hour, Rudy Vallee's show, and many others. In 1934, Mr. Larson joined the Joseph Katz agency and for the next eight years worked with that agency, Ruthrauff & Ryan and Young & Rubicam. In 1942 he took over management of Washington's WWDC, in which he was a part owner. In 1945 he became manager of Philadelphia's WPEN and two years later vice president in charge of television for the *Philadelphia Bulletin's* WCAU-TV. He became manager of WPIX, owned by the *New York News*, in 1950.

Station Sales Recap

SALE of KDYL-AM-FM-TV Salt Lake City to Time Inc. and G. Bennett Larson for $2.1 million brings to three the number of TV station sales pending FCC approval. Last February Westinghouse Radio Stations bought WPTZ (TV) Philadelphia for highest price ever paid for a single broadcast property, $8.5 million [B•T, Feb. 23]. Two weeks ago, Storer Broadcasting Co. bought WBRC-AM-TV Birmingham for $2.4 million [B•T, March 30].

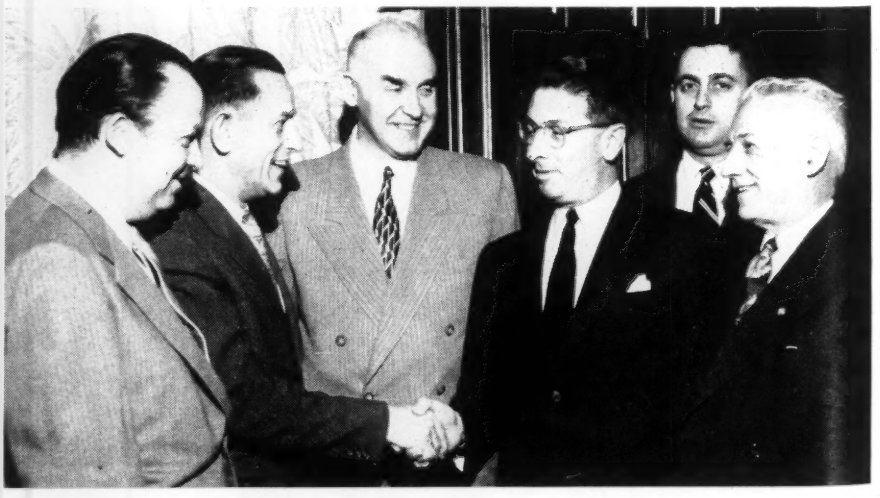
Major station sales since the beginning of 1953 include WBKB (TV) Chicago to CBS for $6 million; KFMB-AM-TV San Diego to Jack D. Wrather and Helen Marie Alvarez for $3.15 million; WMBR-AM-FM-TV Jacksonville to *Washington* (D. C.) *Post* (WTOP-AM-FM-TV) for $2.47 million; WLTV (TV) Atlanta to Crosley Broadcasting Corp. for $1.5 million, and WTVN (TV) Columbus, Ohio to Radio Cincinnati Inc. (WKRC-AM-FM-TV) for $1.5 million.

Navy Trip for Station Men

NINE men representing Kansas radio stations spent the weekend in Pensacola, Fla., on a "news media cruise" to check the Navy aviation cadet training program there. They were Ray Jensen, KSAL Salina; Bob Schmidt, KAYS Hays; Fred Conger, WREN Topeka; Archie Taylor, KANS Wichita; Hale Bondurant, KFBI Wichita; Bob Wells, KIUL Garden City; Wendell Elliott, KGNO Dodge City; Hilton Hodges, WIBW Topeka, and William Sutherland, KCKN Kansas City.

New WEMP-FM Frequency

WEMP-FM Milwaukee on March 29 switched to its new frequency, Ch. 227 at 93.3 mc, and this month expects to increase its effective radiated power from 35 to 50 kw and install a new antenna, the station reported last week.



STATION executives in Boston cheer CBS Radio President Adrian Murphy (3d from r), who told Radio Executives Club of New England that radio's condition is robust [B•T, March 16]. Executives are (l to r): George Steffy, WNAC; Rudolph Bruce, RECNE president; Lambert Beeuwkes, WLAW; Mr. Murphy; Harvey J. Struthers, WEEI; Cy Young, WBZ.

NY Radio Executive Nominees

JAMES M. GAINES, vice president, General Teleradio Inc. in charge of WOR and WOR-TV New York, is the official nominee for president of the Radio & Television Executives Society for 1953-54. Other officers proposed by nominating committee, whose choices are tantamount to election, are: First vice president, George S. Shupert, United Artists Corp.; second vice president, Robert Burton, BMI; secretary, Claude Barrere; treasurer, Joseph A. McDonald, NBC.

Katz TV Markets Report

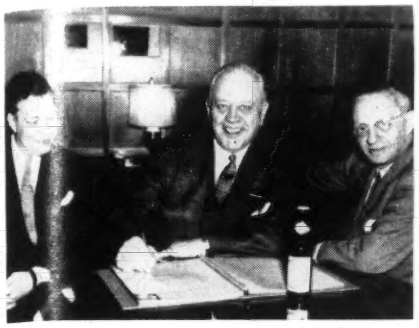
THE KATZ AGENCY, station representation firm, has issued its "TV Spot Advertising Cost Summary No. 13," covering 95 TV markets and showing for each the highest one-time rate in one-minute, half-hour and hour units, day and night. Markets are arranged in groups of 10, according to the number of sets, and totals and averages are shown for successive groups of 10 markets (first 10, first 20, etc.).

WWLP (TV) Joins AT&T Link

WWLP (TV) Springfield, Mass., has been connected to the intercity TV network facilities of AT&T with the opening of a new microwave link to that city from an intermediate station on the New York-Boston radio relay system, AT&T reported. This makes network programs available to 124 TV stations in 79 cities.

WKBV's New Building Starts

CONSTRUCTION will begin immediately on a new building for WKBV Richmond, Ind., according to general manager Lester G. Spencer. Plans call for erection of a 409-foot tower and antenna on a tract west of the city limits. The station is now in the Leland Hotel Bldg. Studios, offices and transmitter will be at the new site.



SPONSORSHIP by Jacob Ruppert Brewery (Knickerbocker beer) of an 11 p.m.-midnight Monday-through-Friday Broadway production type show on WABC-TV (ABC) New York beginning April 27 is signed by (l to r) Robert E. Kintner, ABC president; Fred M. Linder, Ruppert president, and Milton H. Biow, board chairman, Biow Co. Adv. ABC describes contract as the biggest slice of local TV time ever bought by a single sponsor. [B•T, March 16].

Hurleigh Re-elected Chairman Of Chicago Unlimited

ROBERT F. HURLEIGH, WGN-AM-TV Chicago, was re-elected chairman of Chicago Unlimited at its first annual membership meeting recently. Others re-elected were Sterling C. Quinlan, WBKB (TV), vice chairman, and John Weigel, announcer, secretary. Members discussed objectives of the organization since its formation last fall, including ways and means of bringing more talent, radio-TV originations and advertising business to Chicago. Plans were announced for a spring masquerade ball, to be held April 24.

KLX Increases Power To 5 kw Fulltime

POWER of KLX Oakland, Calif., has been increased 500 times to 5 kw. Station claims it is now the only independent outlet in the Bay Area broadcasting with this signal strength day and night. Power hike followed an increase in population along the eastern side of the bay, reports Milton L. Levy, station manager. Two 370-foot towers stand on pilings 17 feet above the water, and are sunk 60 feet into the bay. Site was chosen to provide a salt water ground system, Mr. Levy says.

Fast Play

TRANSFER of Boston Braves to Milwaukee was followed in fast order by a big league baseball schedule on WEMP-AM-FM Milwaukee. Station made hurried arrangements to carry play-by-play reports of all afternoon and weekday evening exhibition games of the Milwaukee Braves starting March 22. Daytime commentary, handled by Earl Gillespie, Milwaukee sportscaster, is replayed each week night at 8 during the entire exhibition schedule, which continues through April 12. *(Also see roundup of baseball sponsorships, page 31)*

day or night you corral

200,000 memphis and Mid-South TV Homes

when you buy...

"Your TV Shopper"

Here are household hints and shoppers' specials wrapped in a bright and breezy package for housewives in the morning. The show features Olivia Browne, well-known Memphis TV emcee, and WMCT's own Wilson Northcross. It's loaded with "sell."

Monday thru Friday 9:30 A. M.

"Berl Olswanger Show"

"The casual touch." That's the charm of the Berl Olswanger show. Flanked by the lovely Ol'Swingers, Berl mixes pop tunes by these three pert chicks, together with his inimitable piano interludes and the restrained Olswanger humor. It's a natural for easy listening and viewing.

Monday thru Friday 5 P. M.

WMCT

Memphis ONLY TV Station
WMC WMCF WMCT

National Representatives:
THE BRANHAM COMPANY

Owned and operated by
THE COMMERCIAL APPEAL

CHANNEL 5 • MEMPHIS
AFFILIATED WITH NBC

ALSO AFFILIATED WITH
CBS, ABC AND DUMONT

• PARTICIPATING SPOTS NOW AVAILABLE ON EITHER SHOW

PEPSI-COLA TOAST is offered by representatives of WINZ Miami, Fla., and Pepsi president Hal Pelton on the occasion of the soft drink company's signing of a contract for Sunday 8 a.m.-5 p.m. time for one year on the Florida station. After eight weeks of the show Pepsi announced a 44% boost in sales in the Miami area. Under the umbrella are (l to r): Rex Rand, WINZ president and general manager; Hal Pelton; Bob Vemm, Hoock Advertising Agency, Miami, and B. Nealy, WINZ sales manager.

1 Vhf, 4 Uhf Transmitters Shipped by RCA in 10 days

ONE vhf and four uhf transmitters were shipped by RCA within the last ten days.

The vhf transmitter, a 2 kw unit, was sent to KROC-TV Rochester, N. Y., vhf Ch. 10 permittee. RCA said a 12-bay superturnstile antenna, now being assembled at the RCA plant in Camden, N. J., will be shipped to KROC-TV this month. The antenna will multiply the signal strength of the station about 13 times, so the effective radiated power will be about 25 kw, RCA reported.

Uhf transmitters were sent to WKJF-TV Pittsburgh, Pa., assigned uhf Ch. 53, owned by Mrs. Agnes J. Reeves Greer and expected to begin operations in May; KMJ-TV Fresno, Calif., uhf Ch. 24, owned by the McClatchy Broadcasting Co., also expecting to begin operating in May; WSUN-TV St. Petersburg, Fla., uhf Ch. 38, owned by the City of St. Petersburg and aiming for a May start, and WHIZ-TV Zanesville, Ohio, uhf Ch. 50, owned by Southeastern Ohio Broadcasting System Inc. and expecting to begin this month.

Court Case Aired

GORY double-murder case, which made headlines in Omaha for two weeks, was aired via short wave directly from the court room by KFAB and its featured newscaster, Hugh McCoy. Mr. McCoy, who received permission from the judge in a "precedent setting" decision, reported all two and one-half hours of the murder trial via a microphone strung through a window from KFAB's mobile transmitter unit. His description was tape-recorded for reference, and his report re-written into news bulletins at the station.

Mr. McCoy

WFAM-FM Rites

WHAT was described as probably the "first formal FM radio wake" was held last Tuesday from 8-9 p.m. EST for WFAM-FM Lafayette, Ind., which ceased operation at that time. The "funeral" program included an improvised "coffin" containing the station's amplifier tube, the playing of appropriate music and final rites by a WFAM-FM salesman. Meanwhile WFAM-TV, which will operate on Ch. 59, will start test patterns on April 19 and is expected to begin full-time programming about May 1.

WFMY (FM) Ceases Operation

WFMY (FM) Greensboro, N. C., owned by the Greensboro News Co., will cease operation April 19, the station reported last week. It is the only FM station in that city. WFMY was established in 1948 and is assigned Class B Ch. 247 (97.3 mc) with effective radiated power of 34 kw. WFMY-TV will continue operation under the Greensboro News Co. ownership, it was reported. WFMY-TV, which went on the air in late 1949, is assigned vhf Ch. 2. Gaines Kelley is general manager.

KGUL-TV Names Hunt

APPOINTMENT of Leslie Hunt as Houston representative of the new KGUL-TV Galveston, Tex., was announced last week. Mr. Hunt is headquartered at the Bermac Bldg., 401 San Jacinto, Houston. Phone number is Linden 1617.

KGUL-TV, operating on vhf Ch. 11, went on the air March 22 [B•T, March 29].

Mr. Hunt

KDUB-TV's New Studios To be Opened Thursday

FORMAL opening of new studios of KDUB-TV Lubbock, Tex., will take place Thursday. Opening ceremonies will follow a dinner at the Country Club for industry representatives.

W. D. (Dub) Rogers Jr., president and general manager, said KDUB-TV is the first TV station to be located in a secondary market. KDUB-TV began operating Nov. 13, 1952, on vhf Ch. 13. It is affiliated with CBS-TV and DuMont and is represented by Avery-Knodel.

GE Ships 2 12-kw, 3 100-w Transmitters, 35-kw Amplifers

WITHIN the last fortnight, General Electric has shipped two 12 kw uhf transmitters, two 35 kw amplifiers for existing vhf stations and three 100 w uhf transmitters.

The 12 kw transmitters were shipped to WHYN-TV Holyoke, Mass., uhf Ch. 55, on March 25, and to WKAB-TV Mobile, Ala., uhf Ch. 48, on April 1.

The 100 w transmitters were sent to WGBI-TV Scranton, Pa., uhf Ch. 22, on March 25; KRTV (TV) Little Rock, Ark., uhf Ch. 17, on March 25, and to WEEU-TV Reading, Pa., uhf Ch. 33, on March 27.

GE's 35 kw amplifiers were sent to KRLD-TV Dallas, Tex., on April 2, and WSYR-TV Syracuse, N. Y., on March 26.

19 Stations Add KBS

KEYSTONE Broadcasting System last Wednesday reported the addition of 19 new stations since Jan. 1, bringing its total of affiliates to 643. Edwin R. Peterson, KBS vice president, predicted Keystone will have some 700 affiliates by next January. List of new affiliates since the first of the year follows:

KRCH Hot Springs, Ark., KVLC Little Rock, Ark., KIBS Bishop, Calif., WCBC Anderson, Ind., KSOK Arkansas City, Kans., WPTX Lexington Park, Md., WVOM Brookline, Mass., WMUS Muskegon, Mich., WMPA Aberdeen, Miss., WDOB Canton, Miss., WCLD Cleveland, Miss., WOHP Bellefontaine, Ohio., WLEU Erie, Pa., WBCU Union, S. C., WAEW Crossville, Tenn., KVSP Lubbock, Tex., KGNB New Braunfels, Tex., WIKE Newport, Vt. and WRIS Roanoke, Va.

Theatre Symposium

SYMPOSIUM on "Theatre in Television" was featured in Washington, D. C., a fortnight ago as part of Theatre Week in the Nation's Capital, an annual promotion by the D. C. Board of Trade. Representing the broadcast media were Fletcher Markle, producer of CBS-TV *Studio One;* Sonja Stein, *Washington Post* radio-TV columnist, and Larry Beckerman, producer, WTOP-TV Washington, *Post* station.

DISTANCE of freak pickup on TV set in Fitchburg, Mass., of *Comedy Carnival* on WLWC (TV) Columbus, Ohio, is measured at 719 miles by Charles Sloan (l), chief engineer, and Lyn Ballard, of *Carnival* show.

Television's Finest

PORTABLE CAMERA MOUNT

for Complete Mobility

HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

The HOUSTON FEARLESS Corporation

MAIL TODAY

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Remote control parabola.
Name_____
Station or firm_____
Address_____
City_____ Zone____ State_____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

PARTIES to signing of contract for Colorado Fuel & Iron Co. to sponsor Wednesday and Friday segments of five-minute, five-a-week *Weather Show* on KBTV (TV) Denver are (l to r): Seated, Jerry Sabin, adv. dir., CF&I, and Jerry Lee, KBTV cmml. mgr.; standing, Joseph Herold, mgr., and Bob Brown, slsmn., both KBTV.

WNOK-TV Columbia, S. C., signs first client for TV services with first operations scheduled in May. Seated, Morris Kline, Kline Iron & Metal Co.; standing, Cora Graham, Bradley, Graham & Hamby Adv., and Frank Harris, WNOK-TV sls. dept.

WELCH's Wines sponsorship for its sacramental wine of *Bill Stern Sport Show* on WNBT (TV) New York in time for Jewish Passover, which began last Monday, is signed by (seated) Bill Stern, show star; standing (l to r), Ted Cott, NBC v.p. and WNBC-WNBT gen. mgr.; Monroe Greenthal of agency of that name, and Edward Bishop, pres., Quality Importing Co., Welch distributors.

Stations Draw Response On Bond Drive Programs

RADIO pickups of Washington ceremonies in which Mary Pickford opened a Defense-Bond-a-Month campaign brought wide response, according to Ed Linehan, chief of the Advertising Section of the Treasury's Savings Bond Division.

Mr. Linehan told B•T that large numbers of persons told Miss Pickford in Washington they had heard her Monday broadcasts, taped by NBC and MBS. Television, too, drew response to Miss Pickford, who is touring the nation at her own expense on behalf of the bond drive.

In Washington Miss Pickford re-enacted on the Capitol steps the opening of a Liberty Bond drive 35 years ago in World War I. Speaker Joseph Martin (R-Mass.) took part in the ceremony. Miss Pickford appeared in Los Angeles, Chicago and New York prior to formal inauguration of the current campaign.

Over 2,900 radio stations are carrying *Guest Star* transcriptions for the bond division every week, according to Mr. Linehan. All TV stations are cooperating.

Worden Heart Victim

RALPH P. WORDEN, pioneer radio newscaster, announcer and executive at WGAR and other Cleveland radio stations, died March 31 in Berea Community Hospital following a heart attack. He was 58. Before retiring nearly two years ago, Mr. Worden was public affairs director at WGAR, where he had been news director for the previous decade. Mr. Worden instituted radio newscasts on WHK Cleveland and the former WJAY. Mr. Worden was radio editor of the *Cleveland News* for several years during the 1920s, instructing early "hams" how to build radio sets.

WBBM AM-TV Names Wiley

CHARLES (CHUCK) WILEY, special events director at WBBM-CBS Chicago, has been appointed public relations director at WBBM and WBBM-TV that city. He will continue his production duties.

Stations Testify in Chicago TV 'Morals' Probe

THE RIGHT to telecast meetings and hearings of the Chicago City Council "would accomplish more" in solving local juvenile crime than "any possible action" against TV program fare, representatives of Chicago TV outlets and civic leaders have told a council subcommittee.

That testimony was made during a hearing on the moral tone of television programming. Stations reminded the subcommittee that the city council cannot legislate in the communications field and warned against the danger of invading the field of censorship.

In a joint statement, Chicago station executives asserted that official hearings held on crime ought to be opened to TV, because "televising of these hearings . . . would have tended to educate the public, including parents, non-parents and even the adult youth on the problems of law enforcement in Chicago." The executives referred to previous requests for telecasts of City Council Crime Committee hearings.

Miller to Direct WWVA; Myers, Hofmann Promoted

MANAGEMENT realignment at WWVA Wheeling, 50-kw CBS outlet licensed to Storer Broadcasting Co., elevates Paul J. Miller to managing director, Paul A. Myers to assistant managing director and Andrew Hofmann to local commercial manager, William E. Rine, vice president in charge of Storer's Northern District, announced last week.

Mr. Miller, who joined WWVA in 1931 as an announcer and later became production manager, has served as assistant managing director under Mr. Rine, until recently WWVA managing director, since 1946. He is married to the former Vivian MacDonald.

Mr. Myers

Mr. Miller

Mr. Myers joined WWVA in 1931 as an entertainer and musician. Later he became a commercial representative and became program director upon returning from Navy service in 1946.

Mr. Hofmann has been a WWVA sales representative since joining the station in 1949. He is married to the former Paula Paur.

Webb to WLOK-AM-TV Sales From WJW Post

APPOINTMENT of Lawrence Webb, vice president and treasurer of WJW Cleveland, as national sales manager of WLOK-AM-TV Lima, Ohio, was announced last week by Robert O. Runnerstrom, executive vice president of WLOK-AM-TV. Operations are scheduled to begin at WLOK-TV April 15.

Mr. Webb served WJW 13 years except for four World War II years in the Coast Guard. He began at WJW as an auditor and was elected treasurer in 1946 and a vice president in 1950.

Gamblers De-Iced

LEADERS in one of the biggest gambling raids in Colorado history appeared on television to outline the "hows" of the gang barons to Denver audiences. Max Goldberg, writer of the "Side Street" column in the *Denver Post* for six years and moderator on KBTV's *On the Spot*, interviewed the arresting officers, District Attorney George Priest and Chief Investigator Louis Hawley. With the aid of a pool table as a prop, the men demonstrated how the dice game of Barbuit was rigged in favor of the house. The show is aired weekly as a half-hour public service feature.

WABC (ABC) New York will carry the Frederic W. Ziv Co. program, *Freedom, U.S.A.* (now on more than 500 stations), under sponsorship by Local 815, Teamsters Union. Tyrone Power (c), program star, discusses it with Ted Oberfelder (l), ABC vice president, and Hartley Samuels, WABC general manager.

Evans Newly-Elected to KGMB-AM-TV, KHBC Board

C. RICHARD EVANS has been newly-elected to the board of directors, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo, both Hawaii), according to J. Howard Worrall, firm's president.

A veteran of the broadcast field—he started in the business 27 years ago, Mr. Evans is vice president and general manager of the stations. He is formerly vice president and general manager of KSL-AM-TV Salt Lake City. In September 1952, he was invited to be TV consultant to Hawaiian Broadcasting and was commissioned to buy necessary equipment to put KGMB-TV on the air. A month later, Mr. Evans engineered construction of the station and was appointed to his present post. Station began operations in December 1952.

Confusion in Profusion

FOR WEEKS after KTNT-TV Tacoma first put its test pattern on the air in February, radio dealers and the FCC received numerous phone calls from confused televiewers. Reason: The harmonic of KISW-FM Seattle falls in the picture channel of KTNT, and causes a herringbone pattern on the TV screen. KISW is working to eliminate the interference, station officials reported.

Meanwhile, viewers of KTNT's Channel 11 have had afternoons and evenings of fine classical music emanating from their receivers.

One Thursday evening, a woman described by KISW executives as "angelic-faced" appeared on the KTNT screen and began speaking to the viewers. People tuned to the station heard a male voice discussing the art of selecting and drinking wines. It was Frank Schoonmaker, whose *News from the Wine Country* was on KISW-FM.

This is Mr. L. E. Paul

This is what he says

"*The Lawrence Electric Company* (construction supply firm of which he is president) *is pleased to record satisfaction with results obtained from sponsorship of Fulton Lewis, Jr. on WTRF, Bellaire, Ohio. Customers stop us on the street to thank us for sponsoring the program. Others comment favorably while making purchases. Still others have switched to us because we helped return Fulton Lewis, Jr. to the local airways.*"

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

6 NEW TV OUTLETS MAKE THEIR BOWS

Total number of commercial TV stations now 154 of which 46 are post-freeze outlets. Several new ones plan operations shortly.

WITH six more outlets either on or due on the air last week, the total number of operating commercial television stations today (Monday) stands at 154 (excluding Mexican stations).

Of this number, 46 are post-freeze outlets, 27 vhf and 19 uhf.

Beginning operations last week were KVTV (TV) Sioux City, Iowa, vhf Ch. 9; WICC-TV Bridgeport, Conn., uhf Ch. 43; KCJB-TV Minot, N. D., vhf Ch. 13; KFDA-TV Amarillo, Tex., vhf Ch. 10, and WLEV-TV Bethlehem, Pa. WKST-TV New Castle, Pa., which also is said to serve Youngstown, Ohio, and Pittsburgh, was due on the air over the weekend.

Two stations hoping for an early April start have had to revise their target date estimates: KELO-TV Sioux Falls, S. D., vhf Ch. 11, now is aiming for April 29, and KFDX-TV Wichita Falls, Tex., vhf Ch. 3, hopes to begin April 12.

Sam Townsend, president of WKST-TV New Castle, said weather continued to delay start of his station but it appeared the outlet would begin over last weekend.

Mr. Townsend said WKST-TV is the second station to receive an RCA offset-fed uhf antenna, but will be the first station on the air with one. He said the new antenna eliminates dead spots and is 7% more efficient than the former uhf antennas. The New Castle station also has the second RCA double vertical disc slide projector, which allows instantaneous changes of slides electronically, Mr. Townsend said.

At last report, KRTV (TV) Little Rock, Ark., uhf Ch. 17, was to begin operations yesterday.

Due to go on the air within the next two or three days is WCOV-TV Montgomery, Ala., uhf Ch. 20.

WAFB-TV Baton Rouge, La., uhf Ch. 28, plans to start tomorrow (Tuesday).

WITH PICK and shovel, KVEC-TV San Luis Obispo, Calif.'s Station Manager Les Hacker (l) and Commercial Manager Jack Wasson break ground March 18 for the new station's site, located north of the city. Tenative date for programming to start is May 8, which is the 16th anniversary of KVEC-AM.

Several grantees, in addition to KELO-TV and KFDX-TV, hope to get started during the second two weeks of April. Included in this group are:

WCOS-TV Columbia, S. C., uhf Ch. 25; WEEU-TV Reading, Pa., uhf Ch. 33; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23; WHP-TV Harrisburg, Pa., uhf Ch. 55; WKNX-TV Saginaw, Mich., uhf Ch. 57; WLBC-TV Muncie, Ind., uhf Ch. 49; WLOK-TV Lima, Ohio, uhf Ch. 73; WTVO (TV) Rockford, Ill., uhf Ch.39; KTYL-TV Mesa, Ariz., and KCBD-TV Lubbock, Tex.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed, probably will begin "very shortly," according to J. L. Stackhouse, publisher of the *Easton* (Pa.) *Express*, WGLV (TV) permittee. He said the first 5 kw transmitter built by DuMont is on its way to the station. The first uhf antenna of its kind, made by Workshop Assoc., Boston, which is designed to avoid low or dead spots, will boost the output to 100 kw effective radiated power visual. Mr. Stackhouse reported.

An RCA microwave relay, which has a receiving station atop Pattenburg Mt., N. J., within line-of-sight from the Empire State Bldg., will retransmit TV programs to the WGLV (TV) transmitter site, which is within line-of-sight from Pattenburg Mt., Mr. Stackhouse said. The WGLV (TV) antenna is 1,485 ft. above sea level. The station will be an ABC-TV affiliate.

GUESTS at the opening of KPRC-AM-TV Houston's radio-television center [B•T, March 30] are shown with hosts Gov. William P. Hobby, president, The Houston Post Co., licensee of KPRC, and Jack Harris, vice president and general manager. They are (l to r, seated) Harry Bannister, NBC vice president in charge of station relations; Mrs. Harris; Mrs. Hugh Halff; Gov. Hobby; Mrs. James Moroney, and Mr. Moroney of the *Dallas Morning News* (WFAA Dallas). Standing are Edward Petry of Edward Petry & Co., station representative firm; Hugh Halff, president, WOAI San Antonio; George Cranston, general manager, WBAP Fort Worth; Mr. Harris; Harold Hough, director WBAP; Martin Campbell, general manager, WFAA; Odgen Knapp, NBC, and Ralph Nimmons, station manager, WFAA.

Newest Grantees in First Stage Of Planning New Operations

THOUGH most of last week's television grantees had not formulated definite plans by last Thursday, at least one permittee hopes to be on the air by fall.

Mort Silverman, manager of the CKG-TV Co., uhf Ch. 26 grantee in New Orleans, said that a fall start was contemplated, contingent upon delivery of General Electric equipment. Mr. Silverman, who is general manager of WMRY New Orleans, told B•T that the new uhf station will be represented by Gill-Perna. Network affiliation has not yet been negotiated.

Jules J. Paglin and Stanley W. Ray Jr., co-managers of WBOK New Orleans and participants in Community Television Corp. there, uhf Ch. 32 grantee, said that a meeting of the corporation board of directors and of the 17 stockholders—all prominent New Orleans businessmen—would be called promptly to devise plans.

Messrs. Paglin and Ray said that no target date had yet been set. DuMont equipment is specified. Network negotiations have not yet been entered into, they said, and no decision has been reached as to national representative.

Bob Wolfenden, executive vice president and general manager of WMEV-TV Marion, Va., advised B•T that plans are yet to be set. He reported that "equipment is to be selected, networks to be seen . . . Donald Cooke is national representative for both AM and TV."

Fred Stoye, treasurer and general manager of Las Vegas (Nev.) Television Inc., vhf Ch. 8 grantee which received its permit March 19, said that the starting date is contemplated within 30 to 90 days. National representation will be handled by Weed TV. GE equipment is being ordered. No arrangements have yet

Radio-TV Serve Syracuse

WHEN strikes halted Syracuse's two newspapers, the *Post-Standard* and the *Journal-Herald*, radio and TV were called upon by the S. I. Newhouse interests, which own the two papers, as well as WSYR and WSYR-TV. A populace, cut off from its newspapers, turned to these two stations plus WAGE, WFBL, WHEN (TV), WNDR-AM-FM and WOLF for news service.

WSYR reported to B•T that it ran 17 extra newscasts along with those regularly scheduled and, in addition, gave "on the air" editions covering local, national and international news, weather, stock market reports, funnies and extra ads. WSYR-TV signed on an hour earlier and throughout the day stressed features and news ordinarily presented by the struck newspapers. Stations indicated Friday that they would continue such service for the duration of the strike.

ARCHITECT'S drawing shows KPIK (TV) Los Angeles transmitter building as it will look when construction is completed this summer atop Mt. Wilson for the John Poole Broadcasting Co. [B•T, March 9]. Three and one-half story structure has ground-level drive-in.

been made for network affiliation.

Ralph Atlass, president of Johnson-Kennedy Radio Corp., Chicago, told B•T that no target date has been set for WIND-TV, uhf Ch. 20 grantee. He said the date depends on how soon equipment can be delivered. He said that network affiliation was not contemplated and that the station will concentrate on local programming. Ralph Atlass said H. Leslie Atlass, CBS vice president and general manager of WBBM-AM-TV Chicago, will divest himself of 20% interest in WIND-TV within 60 days in accordance with the FCC proviso which accompanied the March 19 grant.

WIND-TV will maintain studios and transmitter in the *Chicago Daily News* building and also will have space in the Wrigley Bldg. Ralph Atlass said the first year operating cost is estimated at more than $925,000.

KSD-TV, WJAR-TV Plan To Up Power Within Month

POWER increases for two more pre-freeze stations are scheduled to take effect within the next month.

KSD-TV St. Louis, Mo., and WJAR-TV Providence, R. I., are both installing new antennas, already having received the amplifying equipment. At the time of its power boost, WJAR-TV also will change from vhf Ch. 11 to vhf Ch. 10.

KSD-TV, operating on vhf Ch. 5, is replacing its three-bay antenna with a six-bay antenna, and will increase effective radiated power from 16 kw to 100 kw visual.

WJAR-TV will step up its effective radiated power from 30 kw to 200 kw visual. Its six-bay antenna is being replaced with a 12-bay superturnstile antenna. The antenna height above average terrain will be increased from 720 ft. to 734 ft.

Truman Brizee Dies

TRUMAN BRIZEE, 48, WHAM-TV Rochester sales manager, died in New York Wednesday after a long illness. He joined WHAM in 1937 as salesman, became promotion and publicity director in 1943, sales manager in 1947 and assumed the WHAM-TV position in 1949. Survivors are his wife, the former Marguerite Unterborn, seven children and his parents.

for professional recording
the world around...
NEW
magnecord
Voyager
one-case Portable tape recorder
Now a professional portable recorder and amplifier in a single case, light in weight, yet ruggedly constructed to take the most difficult remotes.
Tested and Proved—Thoroughly field tested, the outstanding performance of the Voyager has brought enthusiastic approval of networks to this newest member of the Magnecord family.
Professional Quality—Frequency response up to ±2db from 50 to 15,000 cycles per second. The amplifier has bridging input and one low impedance mike input. 600 ohm balanced output and two speed (7½" and 15") equalization and headphone monitor jack on front.
Successfully Used by Advertising Agencies—Permits unlimited uses—air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions and client presentations. The full sound spectrum is flawlessly reproduced.
For demonstration, see your Telephone Directory under "Recorders," or write
CLASSIFIED TELEPHONE DIRECTORY
Magnecord INC.
Dept. B-4 • 225 West Ohio Street
Chicago 10, Illinois

George E. (Ed) Zimmerman, Former KARK Official, Dies

FUNERAL services were held last Monday for George E. (Ed) Zimmerman, 61, former vice president and general manager of KARK Little Rock and Southwest radio pioneer, after his death the previous day in that city.

Mr. Zimmerman

Associated with KARK from 1936, Mr. Zimmerman retired in 1950 because of ill health. He began his radio career in the Army Signal Corps in World War I and was a staff official of WFAA Dallas, when he supervised installation of equipment at KFDM Beaumont and KPRC Houston. Later he was a member of NBC's public relations department, which he left in 1936 to join KARK.

A member of the Little Rock Bodies of the Scottish Rite Masons and the Scimitar Shrine Temple, he also belonged to the Little Rock Chamber of Commerce, American Legion, Rotary Club and Little Rock Club.

Survivors are his wife, Mrs. Lillian Grasby Zimmerman, and a brother, W. C. Zimmerman, Dallas.

Steen Elected to WRS Board

JOHN W. STEEN, Westinghouse Radio Stations Inc. attorney who is headquartered in Washington, D. C., was elected to the board of directors at a meeting of stockholders, E. V. Huggins, president, announced last Tuesday [CLOSED CIRCUIT, March 30]. Mr. Steen joined the Westinghouse Electric Corp.'s legal department in 1944. He is a member of the Federal Communications Bar Assn.

Mr. Steen

WJR Directors, Officers Re-elected at Meeting

ALL WJR Detroit officers and directors were re-elected and a restricted stock plan for station executives approved at a stockholders meeting Wednesday.

Directors: Mrs. Frances S. Richards; John F. Patt, president; Worth Kramer, vice president-general manager; William G. Siebert, secretary-treasurer; Selden S. Dickinson, and G. F. Leydorf and F. Sibley Moore, vice presidents. Other officers: George W. Cushing and Gordon Gray, vice presidents.

The restricted stock option plan will integrate more closely active management with station ownership, the station reported. Employes holding stock in The Goodwill Station Inc., licensee corporation, now number 54.

WABI-AM-TV Staff Functions Are Tailored to Growth

NEW organizational plan for WABI-AM-TV Bangor, Me., was announced last Monday by Murray Carpenter, general manager-treasurer.

Commenting that "it is quite likely that our staff will double in size in the very near future," Mr. Carpenter said WABI plans to open its TV station to a "full-time operation."

Under the new setup, Lee Gorman Jr., WABI-AM-TV general sales manager, has been moved to the position of general business manager for both stations. Walter L. Dickson, former chief engineer, now is techical operations manager for radio-TV.

Bronson's New Duties

Richard B. Bronson, former radio program director, assumes the same duties in television, with Robert H. Patten succeeding him in radio. Other appointments: Milton Chapman, radio sales manager; Johnny McRae, chief announcer, and Robert McCausland, assistant TV sales manager.

REPRESENTATIVES

Raymond H. McKinney Dies; Everett-McKinney Principal

REQUIEM mass for Raymond Hilary McKinney, 66, veteran advertising representative, was said at the Church of the Resurrection, Rye, N. Y., last Tuesday, following his death March 28 after a long illness.

Mr. McKinney was a stockholder and treasurer of Everett-McKinney Inc., station representation firm, but was active primarily in the newspaper representation field as president of J. P. McKinney & Son, New York.

He was a director of the Gannett newspapers, which his company had represented some 40 years. The Gannett newspapers own a group of radio stations in New York, Connecticut, and Illinois which are among the stations represented by Everett-McKinney.

Survivors include two daughters, Mrs. James D. Black and Miss Jane E. McKinney, of Rye, and a sister, Mrs. James A. Cahill, of Washington.

Shorts

Headley-Reed Co., N. Y., appointed national representative by WORL Boston.

George W. Clark Inc., N. Y., appointed representative for WOV New York.

James S. Ayers Co., Atlanta, appointed southeastern representative for WAYS Charlotte, N. C.

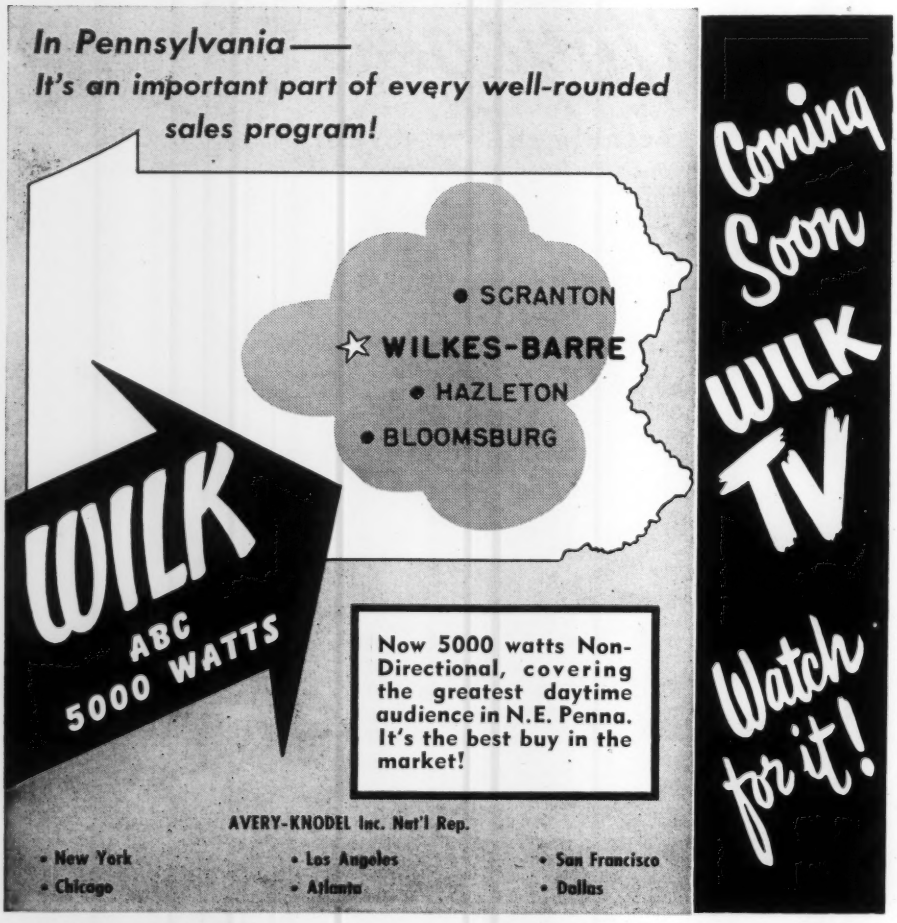
George W. Clark Inc., N. Y., appointed national sales representative for WOL Washington.

Forjoe & Co., N. Y., reappointed representative for WLEE Richmond, Va.

Continental Radio Sales appointed national representative for KIMO Independence, Mo.

Avery-Knodel appointed national representative for KTYL-TV Mesa, Ariz.

Everett-McKinney Inc., N. Y., appointed by KSWO-TV Lawton, Okla., as national representative.



CBS Radio Gets Plaudits On Murphy's Rate Stand

FURTHER signs that radio business is on the rise were seen last week as CBS Radio thumbed through congratulatory messages on President Adrian Murphy's announcement that the network expected nighttime rates to hold through the 1953-54 season [B•T, March 30].

Though CBS affiliates reportedly were pleased, at least one rival network raised a question about that part of Mr. Murphy's announcement which referred to a revised discount structure.

It was learned that Alfred R. Beckman, national director of station relations of ABC, had sent a memorandum to ABC affiliates pointing out that Mr. Murphy had announced that CBS "will afford advertisers for every quarter hour sponsored in the daytime the opportunity of buying a nighttime quarter hour at a quarter of the nighttime network hourly rate."

Mr. Beckman said: "This simply means that CBS daytime advertisers, of which there are many, may now buy evening quarter hours at 25% of the hourly rate less applicable discounts. This obviously reduces the cost of a quarter hour evening time period on CBS Radio by 37½%. Also, an advertiser may put these two quarter hours together back to back so that the half hour automatically becomes a 50% half hour instead of, as heretofore, a 60% half hour. This represents a reduction of 16⅔%."

Mr. Beckman said that ABC was "studying the effects of this latest move on the part of CBS Radio" and would "report further when we have arrived at definite conclusions."

C. L. McCarthy, president and general manager, KROY, CBS radio affiliate in Sacramento, termed the announcement "most encouraging" and added "the non-network business of this station for the first three months of 1953 is up 34% by comparison with the same period of 1952."

"It has been my opinion," Mr. McCarthy said, "that radio will hold its own despite the frenetic attitude of some advertisers and agency people who have been over-romanced by TV. This news [Mr. Murphy's statement] strengthens my conviction. . . . We sincerely hope your efforts to improve the CBS Radio schedule will be successful and you may count on our full cooperation. . . ."

Vice President and General Manager D. L. Provost, Hearst Corp., whose WISN-AM-FM Milwaukee are CBS Radio affiliates, wrote Mr. Murphy that "I consider your report very significant and it is certainly one of the most encouraging messages to be given to our industry in a long time. . . . We have proved in recent months with our operation of WISN in Milwaukee that radio can be sold. We are running ahead both in local and national business over last year and are continuing to book considerable new business."

Ray P. Jordan, WDBJ Roanoke, wired the network: "This move . . . should materially assist in the stabilization of radio rate practices," while O. J. Keller, WTAX Springfield, Ill., said the announcement reflects a "fine job" and "is most welcome news. . . ."

C. Wallace Martin, WMCS Columbia, S. C., found it "certainly reassuring to learn of CBS Radio's strong faith in the future of our medium." Paul R. Bartlett, KFRE Fresno, said the announcement was "good news indeed" and "proves that Columbia is doing the job."

De Gray Named Director Of CBS Radio Station Rel.

EDWARD J. De GRAY, CBS Radio station relations representative since 1951, has been appointed director of station relations, William A. Schudt, CBS Radio vice president in charge of that division, announced Friday. He succeeds Mr. Schudt, who held the position before his elevation to a vice presidency.

Mr. De Gray

Mr. De Gray joined CBS in 1937 as an accountant and was transferred in 1940 to WBT, then the CBS-owned radio station in Charlotte, N. C. He became assistant general manager of WBT and secretary-treasurer of the Jefferson Standard Broadcasting Co. in 1947.

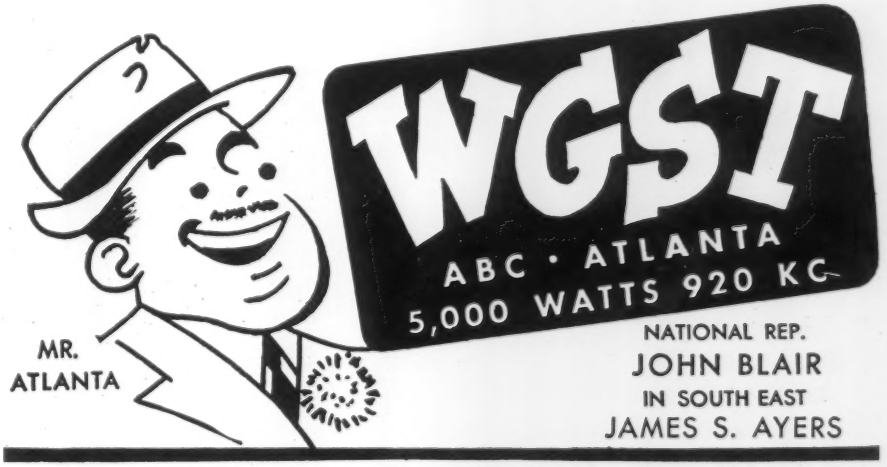
NBC Names Engle, Hughes

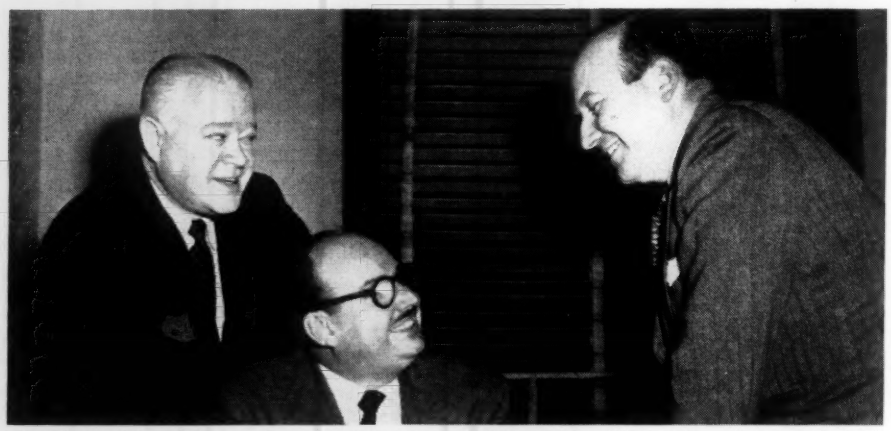
APPOINTMENTS of Thaine Engle as supervisor of television audience promotion and of Ridgway Hughes as manager of sales promotion for radio and television for NBC were announced last week by Jacob A. Evans, NBC director of advertising and promotion.

Mr. Engle joins NBC from WBAP Fort Worth.

Mr. Hughes resigned as promotion manager of McCall's *Better Living* magazine.

If you want your sales in Atlanta to multiply like Easter bunnies, then turn the job over to WGST because here's the station that's "Loaded with C.P.M."—CIRCULATION, PROGRAMMING, MERCHANDISING! We have 28 years of successful selling experience in this booming market to put at your command. Get the full story of WGST by contacting us or our national reps.





THREE HAPPY PEOPLE celebrate NBC-TV's 100th affiliate, KELO-TV Sioux Falls, S. D. The century marker was sealed when Joe Floyd (c), KELO-TV president, signed contract. Sheldon Hickox (l) and Don Mercer (r), both NBC, close the pact with Mr. Floyd. The vhf Ch. 11 affiliate is represented by the O. L. Taylor Co.

Networks Reveal New Plans For Coronation TV Coverage

FURTHER details of network plans for TV coverage of the coronation of Queen Elizabeth II in London June 2 were revealed last week, tied to the plans of British Royal Air Force bombers to make two flights delivering BBC films for use here on a "pool" basis [B•T, March 30, Feb. 23].

ABC-TV, CBS-TV, NBC-TV and DuMont all scheduled showings of the BBC films at 6 p.m. EDT on Coronation Day, plus late-evening showings of films delivered by the second RAF flight. The networks also are planning their own film coverage to augment that provided by BBC.

The early-evening showings of ABC-TV and NBC-TV are slated at 6-7 p.m. EDT. CBS-TV's is scheduled to start at 6 p.m., but running time was not disclosed. Late-evening presentations were set, in some cases tentatively, at 9-10 p.m. on ABC-TV, 10:30 to midnight on NBC-TV, and 11 p.m. to midnight on CBS-TV.

Additionally, CBS-TV plans to go on the air at 5:30 a.m. on Coronation Day with film clips from New York and direct pickup of audio portions from London. Similarly, ABC-TV tentatively has scheduled a June 2 morning telecast at 8-9 a.m. NBC-TV said it would make known its other plans "soon."

DuMont will show the coronation films from 6-7:30 p.m. The network also plans a repeat telecast after 10 p.m.

General Motors is sponsoring NBC's coverage, both radio and TV, and Willys-Overland Motors is sponsoring that of CBS-TV and CBS Radio. ABC has signed Pepperell Mfg. Co. for its radio coverage.

ABC-TV Adds Three

ADDITION of three new television stations to ABC-TV network, bringing the total to 161, was announced Thursday by Alfred R. Beckman, national director of the ABC station relations department. New affiliates, effective on or about April 15, are:

WGLV (TV) Easton, Pa., owned by the Easton Publishing Co., which will operate on Ch. 57, with Nelson Rounsley as manager (station also is affiliating with DuMont); WLBC-TV Muncie, Ind., owned by Tri-City Radio Corp., Ch. 49, W. F. Craig, commercial manager, and WCOV-TV Montgomery, Ala., owned by Capitol Broadcasting Co., Ch. 20, Hugh H. Smith, general manager.

NBC Promotes Bubble Gum

A PROMOTION plan in which pictures of 36 NBC radio and television personalities appear on "trading cards" distributed with NBC Stars' Picture Bubble Gum was announced by the network last week. It was reported some 50 million cards are in the hands of children in NBC radio and TV cities.

In a reciprocal agreement with the Bowman Gum Div. of Haelan Labs., Philadelphia, NBC provided 20-second spot announcements on owned-and-operated radio and TV stations in New York, Washington, Chicago and Cleveland, advising listeners and viewers about the gum. According to NBC, the plan was conceived by Ted Cott, vice president and general manager of WNBC-WNBT (TV) New York.

Klugherz Joins CBS-TV Unit

DAN KLUGHERZ, of the radio-TV department of Young & Rubicam, last week was named manager of film production for CBS-TV, where he will be responsible for supervision of film production activities for network programs.

WABC-TV New Power Debut Coincides With 'Album' Bow

ABC announced last week that its New York key television station, WABC-TV, next Sunday will become "the first top market major network-owned station to adopt superpower video."

The change, boosting WABC-TV's effective radiated power from 16 kw to 80 kw through the installation of a new General Electric 25 kw amplifier, will be made coincident with the debut of ABC-TV's ambitious new half-hour *ABC Album* series at 7:30 p.m. EST April 12.

Power increase is one of a series planned for all ABC-owned TV stations in a $2 million project [B•T, Feb. 23].

Frank Marx, ABC vice president in charge of engineering, said the WABC-TV power boost will increase the station's coverage range from its present 55 miles to more than 65 miles, and improve reception within the present range.

Similar increases are planned for the four other ABC-owned TV stations under the $2 million program, with 25 kw amplifiers to be installed at KECA-TV Los Angeles in May and at WBKB (TV) Chicago, WXYZ-TV Detroit, and KGO-TV San Francisco by mid-summer.

Second phase of the program calls for installation of new, specially designed antennas at the five stations, while the project will be completed with installation of new General Electric 50 kw transmitters at all the stations by fall, 1954.

DuMont Has 105 Stations

SIGNING of 31st DuMont affiliate since lifting of TV freeze last July 1 was reported by Elmore B. Lyford, DuMont Television Network's director of station relations. He listed total affiliates at 105.

Seven new stations to be added were listed by Mr. Lyford as follows:

KRTV (TV) Little Rock, owned by Little Rock Telecasters Inc., scheduled to begin operations on uhf Ch. 17 on May 1; WCSC-TV Charleston, S. C., owned by WCSC Inc., vhf Ch. 5, May 1; WBUF-TV Buffalo, owned by Chautauqua Bcstg. Corp., uhf Ch. 17, June 15; WFTV (TV) Duluth-Superior, owned by Great Plains Television Properties, uhf Ch. 38, May 1; WATR-TV Waterbury, owned by WATR Inc., uhf Ch. 53, July 1; KWFT-TV Wichita Falls, Tex., owned by Wichita Falls Television Inc., vhf Ch. 6, March 1, and WHYN-TV Springfield-Holyoke, Mass., owned by Hampden-Hampshire Corp., uhf Ch. 55, yesterday (Sunday).

THIS POSTER, these men affirm that CBS-TV has signed its 100th network affiliate, KWFT-TV Wichita Falls, Tex. [B•T, March 23]. Herbert V. Akerberg (2d l), CBS-TV vice president in charge of station relations, congratulates Kenyon Brown, president and general manager of KWFT-TV. Participating in the ceremony are Robert Wood (l), assistant director of station relations, and Fritz Snyder (r), CBS-TV station relations director.

Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

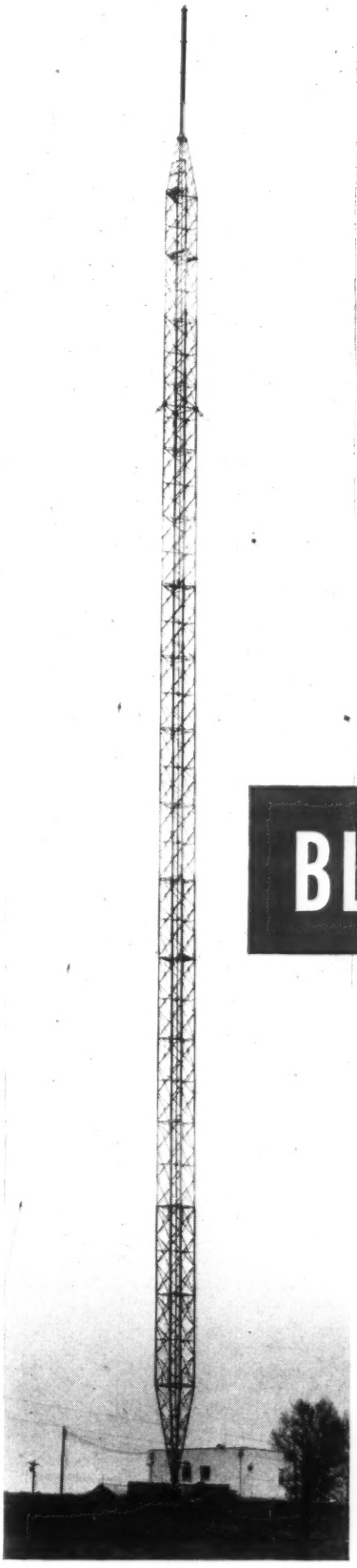
Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

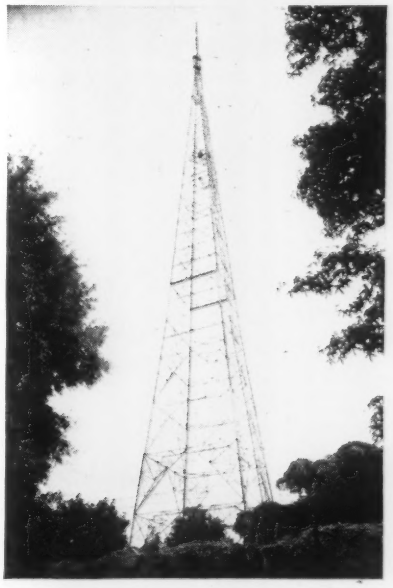
Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

Make it a point to visit our exhibit at the NARTV Convention.

BLAW-KNOX

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.





Intermountain Plans Single Rate, New Coverage

SINGLE RATE card and regrouping of affiliates are moves announced by Intermountain Network in a plan to "strengthen the network's position and to assure advertisers of even more concentrated coverage."

Jack Paige, Intermountain executive vice president, states that the network will issue a single rate card for the full broadcast day as part of its process of equalizing rates. The affiliate regrouping is designed to place sales emphasis on 44 stations in the seven-state coverage of the network. Stations affected are in Colorado, New Mexico and Texas.

New coverage maps and data will be released with the completed structure, Mr. Paige stated. Intermountain will continue to be the central feeding point in the Mountain Time Zone for MBS.

Warner Opens D. C. Office On Radio-TV, Copyright Law

HARRY P. WARNER, formerly associated with the Segal, Smith & Hennessey law firm in Washington, D. C., last Wednesday announced the opening of a law office in that city. Mr. Warner, author of a book, *Radio and Television Rights*, to be published early next month, will specialize in radio, television, copyright and trademark matters.

Mr. Warner

Mr. Warner, born in Newark, N. J., June 1913, is an alumnus of the U. of Michigan Law School where he was a Phi Beta Kappa. He was with Segal, Smith & Hennessey and its predecessor since 1936.

During World War II he was in the Army, associated in legal work with the motion picture industry's war and training film production. From 1948-52 he was chairman of the Committee on International Communications for the American Bar Assn. He is a member of ABA, the Federal Communications Bar Assn. and the District of Columbia Bar. He was editor-in-chief of the Federal Communications Bar *Journal* and now is serving as FCBA's chairman of the publications committee. In 1948-49, his first book, *Radio and Television Law*, was published. His new office in Washington is located at 916 Evans Bldg., New York Ave.

Resnick Leaves FCC, Sets Up D. C. Law Office

LEO RESNICK, veteran FCC hearing examiner and attorney, resigned from the Commission last week to enter private practice before the administrative agencies of the federal government, specializing in radio-TV and communication law.

Best known as presiding officer in the lengthy Paramount-ABC merger case—in which he recommended approval of the "marriage" and formation of American Broadcasting - Paramount Theatres Inc., a finding substantially adopted by FCC in its final ruling to grant the merger [B•T, Feb. 16]—Mr. Resnick left the quasi-judicial FCC post effective last Friday. For all practical purposes, a hearing examinership is considered a lifetime position.

Mr. Resnick

Mr. Resnick has set up his offices in the Occidental Bldg., 1411 Pennsylvania Ave., N.W., Washington, D.C.

Mr. Resnick joined FCC as an attorney in 1940, subsequently handling matters pertaining to rule-making and allocation proceedings, enforcement cases in the courts, proposed legislation and preliminary conferences to international conventions. He also appeared before congressional subcommittees as an FCC witness. Part of his former FCC work was for Vice Chairman Rosel H. Hyde when the latter was FCC General Counsel, among others.

Named in 1947

When FCC named its first group of hearing examiners in June 1947, following provisions of the Administrative Procedure Act, Mr. Resnick was among the initial 10 appointed to that post. During his tenure, he issued some 50 initial decisions, none of which were reversed by the Commission.

Mr. Resnick served in the Navy from 1943-1945, assigned to administrative work in the research and development branch of the Bureau of Ships Electronics Div. He retains his reserve commission as lieutenant.

A native of McAlester, Okla., Mr. Resnick attended Columbia U., New York, where he received his A.B. in 1934 and LL.B. in 1936. He is a Phi Beta Kappa. As an undergraduate, he was classmate of Presidential Press Secretary James C. Hagerty.

Have you heard *the latest*...
IN BACKGROUND MUSIC?

An atmosphere to relax and enjoy—or the stimulation to work, to think, to play or buy—these are the benefits of background music. And background music is now practical *anywhere*, even beyond the reach of present wired services.

With the announcement of the new AMPEX 450, magnetic tape, musical wonder of a coming era, has become the ideal medium for background music. Hourly cost drops to a new low; quality rises to an all-time high. A wide variety of music for every purpose is now available on pre-recorded tape (see your Ampex distributor). Tape recordings eliminate needle scratch and their fidelity is permanent. They last for any conceivable number of plays.

On the AMPEX 450, up to eight hours of unrepeated music is available from one 14-inch reel of tape, and fully automatic repetition is available. The troubles and complexities of record changers are eliminated. And the AMPEX requires no standby attention from an operator.

AMPEX background music has a place in your business.

For further information, write to Dept. D-1218B

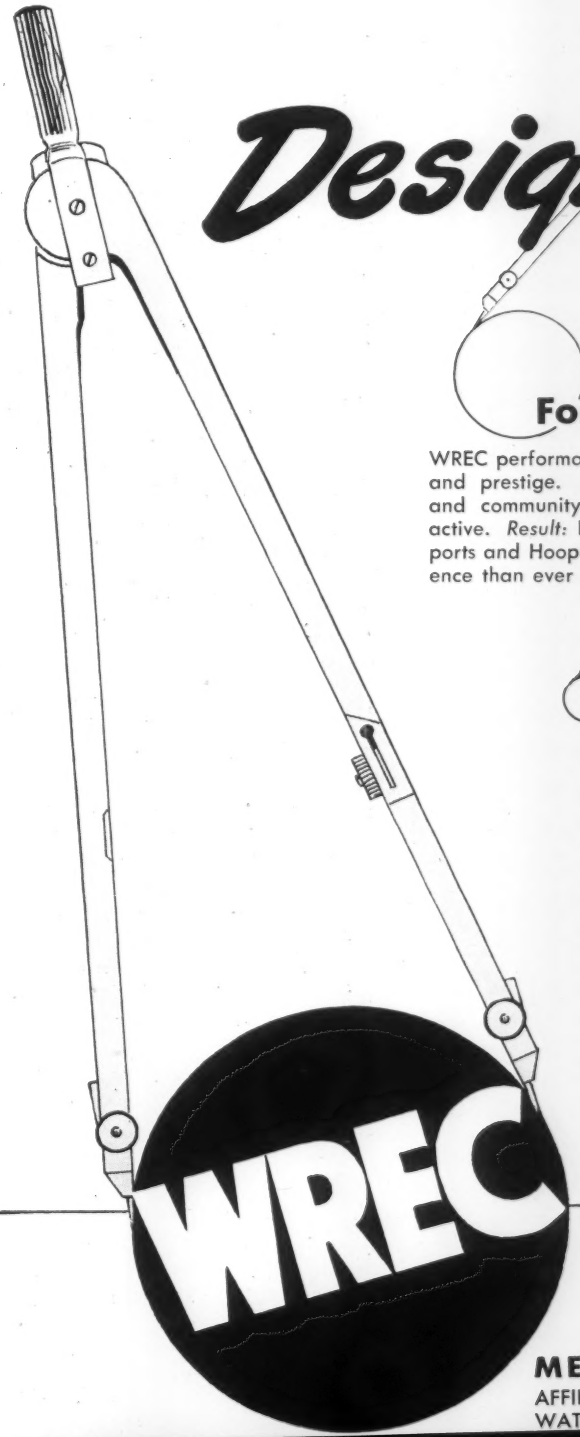
THE NEW AMPEX 450
- 8 hours of uninterrupted music (rest periods as desired)
- Usable on land, sea or air
- No standby operator required
- Lowest cost per hour

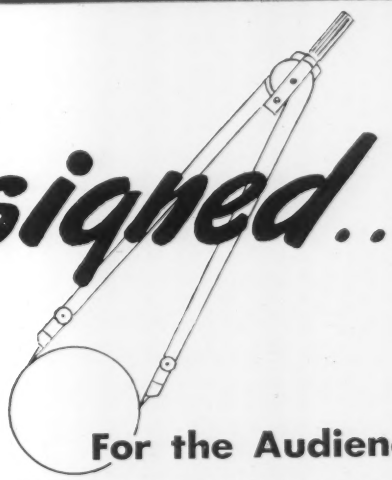
AMPEX
MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

BROADCASTING
TELECASTING

features





Designed...

For the Audience

WREC performance is designed to build lasting confidence and prestige. Highest quality, diversified programming and community service keep listener-interest alive and active. *Result:* Latest Standard Audit & Measurement Reports and Hooper Ratings show WREC has a greater audience than ever before!

For the Advertiser

Carrying your message to this alert audience is a sound foundation for any advertising program. WREC delivers the "better half" of both the rural and metropolitan listeners in the 2 billion dollar Memphis Market at rock-bottom costs. (Rates are 10% per thousand listeners lower than in 1946). For maximum results from your advertising dollar, put Memphis No. 1 Station first on *your* list.

WREC

MEMPHIS NO. 1 STATION
AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS—REPRESENTED BY *THE KATZ AGENCY*

XUM

FIRST!

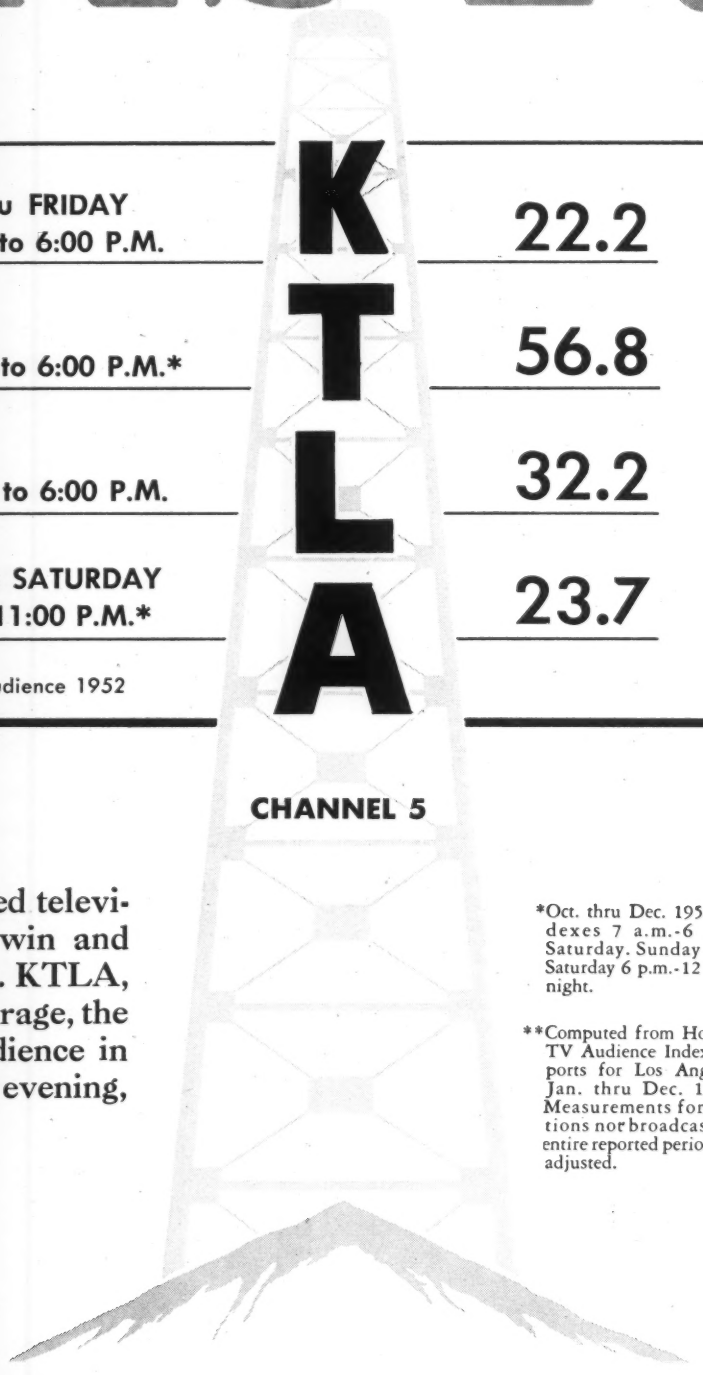
THE BEST ADVERTISING BUY IN LOS ANGELES

MONDAY thru FRIDAY 12:00 NOON to 6:00 P.M.	22.2
SATURDAY 12:00 NOON to 6:00 P.M.*	56.8
SUNDAY 12:00 NOON to 6:00 P.M.	32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*	23.7

Share of TV audience 1952

KTLA

CHANNEL 5



KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.

KTLA Paramount Television Productions Inc

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

features

- Is television pricing itself out of the market? Two resounding no's are sounded by Frank Stanton, president of CBS, and Frank White, president of NBC. Page 82.

A radio merchandising story:

HOW IN-STORE PROMOTION IS PAYING OFF

BEGINNING OF WPTR Albany's new "Jet-Fire" merchandising plan last Monday was coupled with the announcement that participation contracts have been signed by Saratoga Natural Geyser Water, Bond Bread and Coca-Cola, and that several other national accounts are nearing the closing stage.

WPTR, 50-kw independent with a program format of music, news and sports, is inaugurating "Jet-Fire" in cooperation with the Empire Super Market chain of 36 super markets in the Albany, Schenectady, Troy and upstate New York area. The Empire chain in 1952 recorded retail sales of $25 million, an average of about $750,000 per store.

"Jet-Fire" provides for a one-week preferential display in each of the 36 Empire Super Markets for each local, regional or national advertiser who participates in the merchandising plan a minimum of 13 weeks, according to H. W. Maschmeier, WPTR manager.

Drawing on the slogan, "Jet-Fire is sure-fire merchandising," WPTR provides merchandising cards for store displays of products advertised on the station, each card advertising the product as a "WPTR Jet-Fire item." The cards tie in with the daily *Empire Market Basket Show* which also began last Monday and which features WPTR disc jockey Pete Stephenson in a music and quiz show. The 1:15-30 p.m. Empire Super Markets show awards gift food certificates redeemable in any of the 36 stores for contestants answering each "Jet-Fire" question.

Currently, salesmen for Weed & Co., WPTR representative, are offering the merchandising plan to national advertisers at a series of timebuyer luncheons at New York's Hotel Roosevelt. Weed representatives are introducing both the WPTR "Jet-Fire" grocery merchandising plan and its companion "Jet-Fire" drug merchandising plan, the latter tieing in with 18 outstanding drug stores in the Albany-Schenectady-Troy area, which WPTR reports is the 31st U.S. market in population.

Participation in either of the "Jet-Fire" plans, Mr. Maschmeier says, may be taken by the sponsor for a certain expenditure in spot announcements, chainbreaks, participations or programs.

ADVERTISERS who buy into WPTR's "Jet Fire" merchandising plan get preferential displays in the cooperating stores. Displays are identified by the "Jet Fire" card, being pointed out here by Jack Charles (r), WPTR commercial manager, to Art Hoose, Coca-Cola general manager in Albany. The local Coca-Cola company is among the first sponsors to use the new plan.

"Jet-Fire" advertisers signed to date for the Empire Super Market merchandising plan include: Bond Bread, which has purchased a spot campaign on WPTR, through BBDO, New York; Coca-Cola, which bought WPTR's daily 7:30 a.m. five-minute weather report heard as a portion of the *Timekeeper* program conducted by Bill Bennett, and Saratoga Natural Geyser Water, which, through Moser & Cotins Agency, Utica, bought the nightly 11 p.m. *Tomorrow's Headlines*, plus a daily 9 a.m. five-minute newscast on the basis of a 26-week contract.

is TV *pricing itself*

NO

Says Frank Stanton

President CBS

ONE OF the major concerns of the national advertiser today is the question of the trend of television's cost. I would like to examine the problem as critically as I can and to give you what I believe to be an unequivocal and realistic answer.

I would suggest parenthetically that this is the time of the year when rumors that one or two advertisers are reviewing their plans, and are considering dropping their television shows, are quickly blown up into ominous reports of a significant "trend." And so this spring, as in past springs, we encounter reports entitled "Is Television Pricing Itself Out of the Market"—usually with more of an exclamation point than a question mark at the end.

I want to point out that the question in this form is, in a sense, loaded—at least to the degree that it implies that this is what is actually happening. By being put in the present tense, it is asking and answering itself at the same time. Actually the question really consists of two questions: One, can it be demonstrated that television up to now *has* been pricing itself itself out of the market; and, two, is there any evidence that it *will* price itself out of the market.

Let us look briefly at the first part of the question: Can it be demonstrated that television has up to now been pricing itself out of the market? Perhaps the best measure we have for answering this part of the question is the record of the demand for, and use of, television by advertisers during the last four years—that is, from 1949 through 1952—for which we have total annual estimates of expenditures for time and talent. And here we come face to face with the central and overpowering fact that American business invested $68,400,000 in television in 1949 and over half a billion dollars—actually, $580,100,000—in 1952.

Over half a billion dollars in one year alone! Looking at the question, therefore, from the point of view of advertisers' demand for television, it would seem to indicate that television has *not* been pricing itself out of the market, and that the magnitude of their investment constitutes an impressive testament of faith in the commercial values of the medium.

The Demand for TV

This extraordinary use of television by industry is obviously related to the demand for television by the American people, and here I cannot refrain from underscoring the astonishing dimensions of this public demand as revealed by the rising curve of set ownership. By the end of 1947, the first year that receivers were produced in quantity, the public owned 200,000 sets; and as of Jan. 1, 1953, some seven years after the birth of commercial television, there were 21,140,000 television sets in use. During January and February of this year, as a matter of fact, 1,460,000 receivers were purchased—a record high for these two months. As of March 1 this year the total national count stands at 22,600,000.

In terms of its acceptance by the American people as an essential part of the equipment of modern life, television has outstripped any other technological development in our history. It took the refrigerator 31 years to achieve this number of units in use; it took the automobile 30 years; and it took radio 13 years before it reached the figure of 21,000,000 sets in use. In some of our major cities there are more homes with television sets than with telephones—and in Chicago, there are more homes with television sets than with bathtubs. And what makes this amazing record of set ownership doubly impressive is that it was achieved during a period when television signals were potentially accessible to only 50% of the population —when the industry had one hand tied behind its back.

But the yardstick of demand—whether by the advertiser or by the public—is only a partial answer to the question of whether or not television has been pricing itself out of the market. Of equal if not greater significance is the internal history of television's costs, which brings me to my central theme, namely, the analysis of this history and a forecast of its future course.

Essentially, the basic fear about the price of television derives from a preoccupation with its total cost. In order to form any realistic judgment of whether or not television—in terms of time, talent and production—is pricing itself out of the market, the point at issue must be television's *price-per-thousand-homes*. In these terms, television has not been pricing itself up but down.

In 1949, for example, the full-network

(Continued on page 86)

● **Texts of two telling arguments presented March 20**

XUM

...f out of the market?

NO Says Frank White
President NBC

THERE IS no reason for us to kid ourselves into believing that television is a riddle wrapped up in a mystery . . . and that we can't do anything about it anyway. It was created and has been developed through human intelligence and effort, to serve human needs. The directions it will take in the future . . . the values it will offer . . . will depend in large part on what we do with it. And by *we* I mean the networks, the stations, the advertisers and their agencies. We have an obligation—not only to each other but to the public as well—to explore every means of bringing the medium to full capacity and to full usefulness.

To do this, we must learn more about television than we know today. And since there is no rule book, we must find our way by trial and error and judgment. So let's look at some of the things we *do* know about television and some of the patterns that have been shaping up.

First, let's consider some of television's special qualities. One thing we surely know about television is its sensational growth. This growth is the result of two closely related factors—its endless fascination to the public and effectiveness as a sales medium.

Television attracted the public's enthusiasm and has held its interest because it offers something unique. It takes the viewer to the place where a thing is happening, so that he can witness—as if he were there—a comedy, an opera, an atomic explosion, a congressional investigation, a world series game or a great public event like the inauguration of a President or the coronation of a queen.

It is this special eye-witness, on the spot, quality which also makes television such an effective salesman. It not only assembles great audiences for the advertiser but gives him a powerful means of bringing them to the point of purchase. Seeing is believing—and television is the only medium which lets the customer see the product in use, while a sales message drives the point home.

If we understand these special qualities of television, we can build on them. And we will find that service and selling go together like lock and key. As a demonstrator and a salesman, television offers advertising opportunities that haven't even been tapped. As a medium of public service, it presents an even greater challenge. It has already revolutionized show business. But it must continue to go beyond the scope of a show business enterprise. It must reach out more and more toward other areas of human interest, to do the full job it *can* do. And it must do this as a *mass* medium which can reach the whole population at once. Otherwise its full value to the nation and to the national advertiser will not be realized.

Big Money, Big Risks

All of these things television *can* do. But the undertaking is enormous. It requires big organization, big risks and big money. In some countries, this gigantic task is taken over by the government. In our own country, the network organization has been developed to meet the need. Here all the interests come together in balance—never in perfect balance, unfortunately—but through a series of accommodations between stations and networks, and between networks and advertisers. Each of the parties to the relationship supplies something essential to the others. But in the last analysis, it is you—the national advertisers—who support the whole structure and provide the economic base for its growth.

You first became associated with television because it gave you one of the most powerful sales tools in history. In doing so, you also became associated with a social force whose influence goes far beyond salesmanship. And to some degree, you also have become involved in the social responsibility for developing television as an instrument for public good.

Here we have the lock-and-key situation I mentioned before. If television can become a better and broader advertising tool, it will assure itself the revenues it must have for enlarging its service to the public. And as its service to the public is enlarged, it will become an even more influential medium for your advertising use.

Now how can we apply this power to keep the operation going and growing as a sales and service tool? I think we will find an approach in some of the new sales and programming patterns that have been emerging to meet the situation.

The "situation" I'm talking about includes a steady increase in the total dollar cost of buying a program period on a full network. It is also certainly true that the values have been going up much faster than the costs.

As a result, television is the *only* major national medium whose overall cost-per-thousand has been steadily declining. But

(Continued on page 88)

at closed meeting of Assn. of National Advertisers

8 db more

with no increase in noise

It's the new

REG. U.S. PAT. OFF.

SCOTCH
BRAND

Magnetic Tape

High HO *Output*
TRADE MARK

- **NEW, IMPROVED COATING!**
  "Scotch" Brand *High-Output* Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.
- **UNEQUALLED OUTPUT LEVEL!**
  Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.
- **SPECIAL NEW COLOR!**
  This new tape is colored a distinctive grey-green for easy recognition.

"Scotch" Brand No. 120A *High-Output* Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of *High-Output* Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made "Scotch" Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of eraseability.

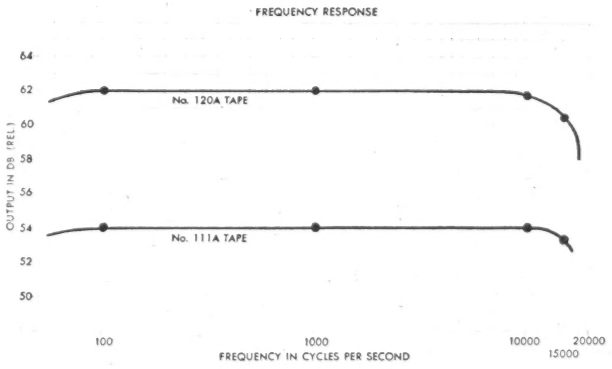
Freedom from squealing, cupping and curling is assured thanks to exclusive "Dry Lubrication" feature. *High-Output* tape is guaranteed 100% splice-free (up to 2400-foot reels)

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

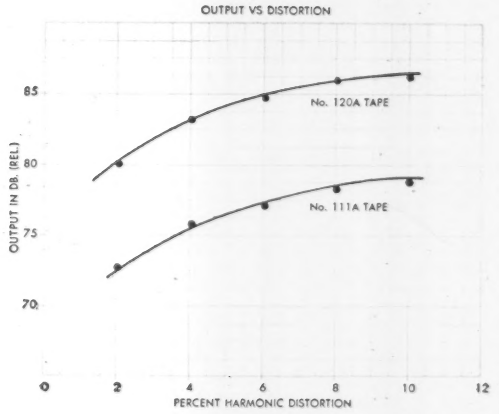
3M COMPANY

e output

e or harmonic distortion!



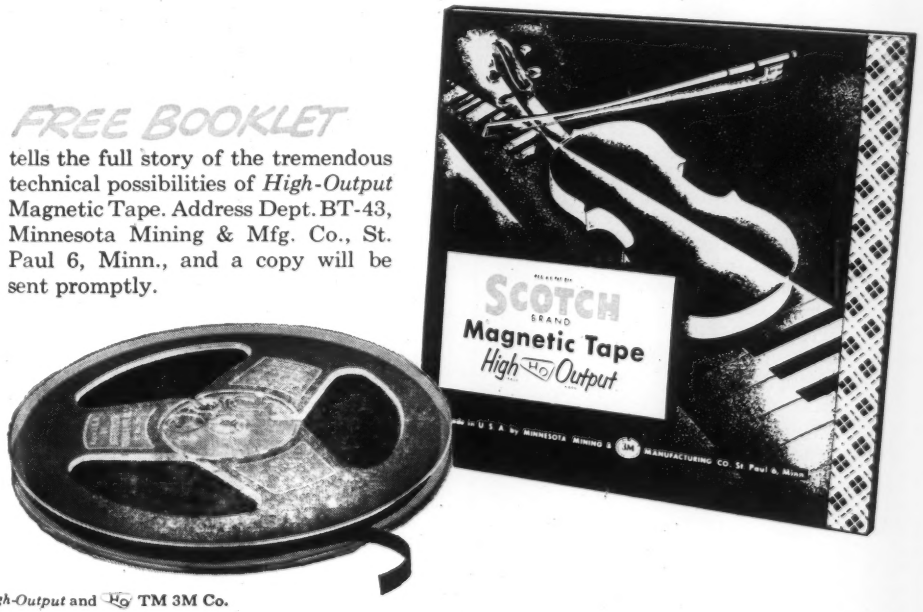
The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.



This graph shows the 8 db increase in output of *High-Output* Magnetic Tape No. 120A over No. 111A at any given distortion level. *When compared with other brands of magnetic tape, the difference in output is as much as 12 db!*

FREE BOOKLET

tells the full story of the tremendous technical possibilities of *High-Output* Magnetic Tape. Address Dept. BT-43, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.



Available now on:
120-AP 1200-foot Professional Reel

120-A 2400-foot on NARTB hub or reel

High-Output and Ho TM 3M Co.

XUM

STANTON DEFENDS TV PRICES

(Continued from page 82)

price-per-thousand for the average half-hour evening program on CBS Television was $4.74; in 1950 it was $2.96; in 1951, $2.70; in 1952 to the present, $2.39. This declining trend—from $4.74 to $2.39—can be attributed to the increasing saturation of the existing television markets and to the greater coverage which television has been bringing in year by year. In January 1953, CBS Television was making available to the advertiser over 5 million more homes than in October 1951, and was bringing in these additional homes at about 60% of the price-per-home of the previous year. Today, the network television advertiser can buy access to a thousand television homes more cheaply than he has ever been able to do before.

Thus, in the only terms by which television's costs can be validly appraised—namely, those of price-per-thousand—it seems evident that the belief that television has been pricing itself out of the market partakes largely of illusion.

So much for the past. Now, what about the future?

The 100 TV Markets

In considering the future of television costs, it is necessary to lay down certain assumptions. These assumptions concern the future size of the television market at a given point in time. For the purpose of this discussion I am assuming that television will be established for the national advertiser when the 100 largest television markets each have at least one station and 90% saturation or a total of 35,000,000 television families.

In order to see what the future shape of the network television market will mean to the price of television advertising, it is necessary to re-state the general formula on which station rates in television are now based. This base is $120 per evening half-hour for a circulation of 20,000 homes and provides for a 50% increase in rate for every additional 100% increase in circulation.

Taking the two extremes in size of the new incoming television markets, this will mean that the price of television time in the metropolitan markets of 2,000,000 will be about 90 cents per thousand homes for the average evening half-hour as opposed to $1.80 per thousand in markets of 100,000 homes. This pattern of a higher price-per-unit-of-circulation in the smaller markets is, of course, characteristic of other media as well, in particular, radio and newspapers. These well known differentials are based on the simple fact that the expenses of operating a small market newspaper or television station are not smaller in direct proportion to the markets served.

This pattern of rate structure leads to two opposing tendencies in the future growth of television. As new television homes appear in new and smaller markets, the price-per-home can be expected to be higher in these markets than in the older, larger markets. On the other hand, as the older markets acquire new television homes and approach 90% saturation, these homes can be delivered at a lower price-per-thousand. The rule of thumb may be described as follows: If it originally required 1 unit of cost to reach a thousand homes in the older markets, it now requires ½ unit of cost to reach each additional thousand homes in these markets, whereas in the new, smaller markets which are emerging in the post-freeze period, it requires 1½ units of cost to reach a thousand homes.

These opposing trends—the declining price-per-thousand of the older markets and the rising price-per-thousand of the newer markets—tend to offset each other and to stabilize the over-all price-per-thousand for time at a point between the ceiling (of the price-per-thousand) of the new, smaller markets, and the floor (of the price-per-thousand) of the existing, older markets. An important factor helping to keep the price of television down in spite of its extension to new and more expensive markets is the economy achieved by spreading the production and talent costs over larger potential circulation.

Timetable for Television

Barring certain contingencies which could materially alter the timetable, I believe that these 100 largest markets will all be in operation within one year from now, and that set ownership within these markets will approach the 90% saturation mark within two and a half years, or at some point between 1955 and 1956.

I can visualize at least five factors that may alter this schedule:

1. A world war.
2. A general economic upheaval.
3. Color television. It is difficult to forecast what effect its introduction might have on the time-table of receiver saturation.
4. The question of whether the Federal Communications Commission's approach to the present system of allocations will change or remain the same.
5. The recently proposed Bartlett plan for expediting the applications of prospective television licensees which, if adopted, would act as an accelerating factor in television's expansion. This plan provides that where there is more than one applicant for a given channel, the applicants will pool their resources to form a corporation which will then be authorized by the FCC to operate a television station on an interim basis pending the Commission's adjudication of the claims of the various petitioners. When the successful applicant is designated, the temporary corporation will be dissolved and the station will revert to him. At this point, each of the applicants participates in his share of the profits or losses so far incurred. The plan is designed to cut through the inevitable legal delays attending conflicting applications for licenses and to speed up the construction and operation of new stations.

Barring these contingencies I would place the point when television will reach the 100-largest-market stage at roughly two and a half years from today. (Such a network, incidentally, embraces an area producing 82% of the total retail sales of the country and containing nearly 81% of all U. S. families.)

At this stage it is my considered opinion that the price-per-thousand of television in the 100 leading markets will not exceed the price today. In other words, the network television advertiser two and a half years from now will be able to buy access to 35,000,000 television homes in 100 major television markets for the same price-per-thousand he is paying today for access to 21 million homes in 61 of the pre-freeze markets.

The principal basis for believing that television's price-per-thousand will be stabilized at the current level is that the same principle of interaction which operated prior to the lifting of the freeze will continue to operate. The continuingly lower cost of bringing in additional homes in the older established markets on the one hand, together with the spreading of program costs over larger numbers of set-owning families on the other, will offset the increasing costs of bringing in homes from the smaller new markets.

The continuing introduction of efficiencies in production techniques as exemplified by our new Television City plant in Hollywood, so designed as to maximize the efficient use of manpower and materials and to obtain a factory-type flow of program production will continue to keep production costs down.

If I may recapitulate—it seems to me that the evidence of the past is incontrovertible in demonstrating that television *has not* been pricing itself out of the market and that realistic estimates for the future indicate that television *will not* price itself out of the market.

Size of Networks

In considering the future I have selected a network of the 100 largest television markets in order to keep my discussion specific. In doing so I do not mean to imply that television's growth will suddenly stop at the 100th market. Nor did I mean to imply that national advertisers will all use networks of 100 stations. Some will use fewer markets; some will use more.

To go back once more to the beginning, it may strike you as odd that the question of whether television is pricing itself out of the market should arise when the price-per-thousand has been declining so rapidly. I have suggested that the anxiety on this point stems from the increase in the total cost of television as the national audience grows to increasingly great proportions. For there is no question of the fact that as television continues to deliver large audiences, its total costs will rise. But for advertisers interested in operating a nationwide business, the development of a medium that brings them wider coverage at no increased price-per-thousand must not only make sense, but be thoroughly welcome. If it's a good buy for part of the market, in my judgment, it will represent an even better buy when it offers the same price-per-thousand for the full market. On this basis if the total cost is large, it is because the country is large.

T'NT they're dynamite

T'NT stands for Tup and Tony—Howard Tupper, left, and Tony Carvell, veteran WGY staff announcers who have teamed up to develop an enticing early afternoon show. Here, you see the two among 31 baskets full of drugstore and grocery products advertised over Station WGY. These baskets went to 31 winners in WGY's 31st anniversary contest.

On the air between 1:15 and 2:15 every weekday afternoon, Tup and Tony present a little bit of everything for their thousands of loyal listeners. Phone interviews with shut-ins and the chief of the U. S. Weather Bureau in Albany, taped interviews with interesting residents of the WGY area, human interest stories about other residents, jokes, and plenty of recorded music make up the program.

In spite of rainy weather, over half of the contest winners came to the WGY studios and appeared on T'NT before picking up their coveted prizes. Putting sponsors' products into listeners' homes like this, is just another "extra" enjoyed by WGY advertisers.

Represented by
HENRY I. CHRISTAL CO.
New York
Chicago • San Francisco

STUDIOS IN SCHENECTADY

WGY *The Capital of the 17th State*

A GENERAL ELECTRIC STATION

WHITE DEFENDS TV COSTS

(Continued from page 83)

the total cost of sponsoring an evening hour for 52 weeks on a full network can run into a 4 to 5 million dollar figure . . . And a 15-minute daytime strip can cost between 2 and 3 million dollars for 52 weeks.

Figures such as these—for a single advertising operation—can be pretty formidable to all but the biggest-budgeted advertisers, some of whom have many products to sell. With their products they can fully occupy an evening hour and a daytime strip and get maximum value from it.

But for many other national advertisers, the figures I have mentioned are not much in point. They're like quoting the price of a fleet of trucks to a man who can use a Jeep. The problem, then, is to make network television available in smaller sales units so that more advertisers can get the benefits of its effectiveness. And this should be done without chopping the program unit into little pieces. Network television is meeting this problem through different types of shared sponsorships. They cut the cost per client and still give him plenty of advertising pressure.

For example, we have alternating-week sponsorships of an evening hour show like the Montgomery dramas and a half-hour program like the Winchell-Mahoney show. We also have a 90-minute musical comedy revue like the *Show of Shows,* where a half-hour is shared by three advertisers. You can buy as little as a 15-minute segment once a week in an hour daytime strip like Kate Smith. Our two-hour morning show, *Today,* is sold in 6-minute segments which cost only $3,300—for time, talent, production—everything. By using these opportunities, advertisers have been able to sample the medium, and have come back with really startling success stories that are leading them to use it on a wider basis. This pattern is becoming typical. And the NBC programs I have mentioned are only examples of the flexibility all networks are seeking to develop.

Future Flexibility

Looking toward the future, we may see an expansion of this concept. It would be based on a program structure which would include a number of shows of varied types. Advertisers could buy one or more announcements for one or more weeks. Some of the shows would be scheduled in the morning, some in the afternoon, and some in the evening, and they would be fitted around programs sponsored by single clients. With this sort of structure, advertisers could buy as little as a one-time participation in a single show . . . or as much as every-day exposure in different programs throughout the week on a year-around basis. They could reach selected audience types—young married people, teenagers, women—as well as the general family audience. And they could schedule the volume and type of their television advertising to tie in with special sales, saturation campaigns, seasonal drives or year-round selling.

I think you can see the attraction of such a plan from the advertiser's point of view. Small-budget advertisers would have the same opportunities to use network television as the individual brands of advertisers who have several products. Large-budget advertisers could get greater exposure and frequency by spreading their advertising across various types of programs and reaching larger cumulative audiences. More sponsors would be able to buy into known circulation values.

This sort of approach could help strengthen the economic base of network television. It could make the medium more useful to advertisers already using it, and it could make it more readily available to hundreds of national advertisers who haven't begun to use it. From these sources, revenue could be developed which is needed to build better shows, develop new techniques and broaden the scope of programming. And for the advertiser who wants it and can afford it, there would still be a range of programs available for individual sponsorships, with the identity and prestige values they provide.

There are certainly many problems in working out such an approach. But the potential of the approach is so great that it deserves the most serious consideration on the part of all concerned. We *do* know that the television network of the future cannot be supported by the relatively small group of major advertisers alone. And anything which makes the medium more useful to more advertisers is going to advance the interests of all who want and need a strong national service—the public, the stations, and the advertisers themselves.

Better Commercials

A related question we should examine is how to get more mileage out of the commercial presentation itself—the minute or minutes of time in which you do your selling. These deep waters are just being charted, and again, we have only a few guideposts along the way.

We know that the effective commercial must meet two standards—it must be persuasive and it must be remembered. Stating these objectives is a good deal easier than achieving them. But in our Hofstra research studies, we made some interesting by-product discoveries on the matter.

We found, for example, cases where competing companies, using a network program with about the same costs, were both getting excellent remembrance of the television commercials. But in one case, the advertising produced almost twice as many extra customers as in the other—because it was more persuasive.

We also found that relative program ratings don't necessarily reflect relative sales effectiveness. There were cases where competing advertisers were getting about the same program ratings, but where one of the programs was developing many more new customers than the other, and conversely there was a case where competing advertisers were getting about the same sales effectiveness from their television programs, although one had a 13 rating and the other had a 23.

To focus industry attention on the matter, we pursued these leads in a pilot study with the Schwerin organization. Although the study barely scratched the surface, it did confirm a number of basic principles of the "do's and don'ts" of television commercials. For example, it documented the increased impact you get when audio and video are used to convey the same thought at the same time. It showed the importance of backing up claims of performance by demonstrating performance in action. It indicated that a few simple points, summarized at the end, are much more effective than a long accumulation of points. It showed situations where a less expensive commercial did a much better job than a more costly one. And it produced some helpful evidence on the right type of personality to use for presenting different types of products and messages.

We've published the results, and there's not much point in going into the details now. But when we find tremendous variations in the selling effectiveness of different programs, which cost the same and rate the same . . . and when we discover that this difference is due largely to the relative efficiency of the commercials . . . at least we have another approach through which advertisers can increase their returns from television. As we pointed out in our report, improving the "rating" of the sales message can be just as profitable as improving the program rating—and it usually can be done more readily at far less cost.

Changing Patterns

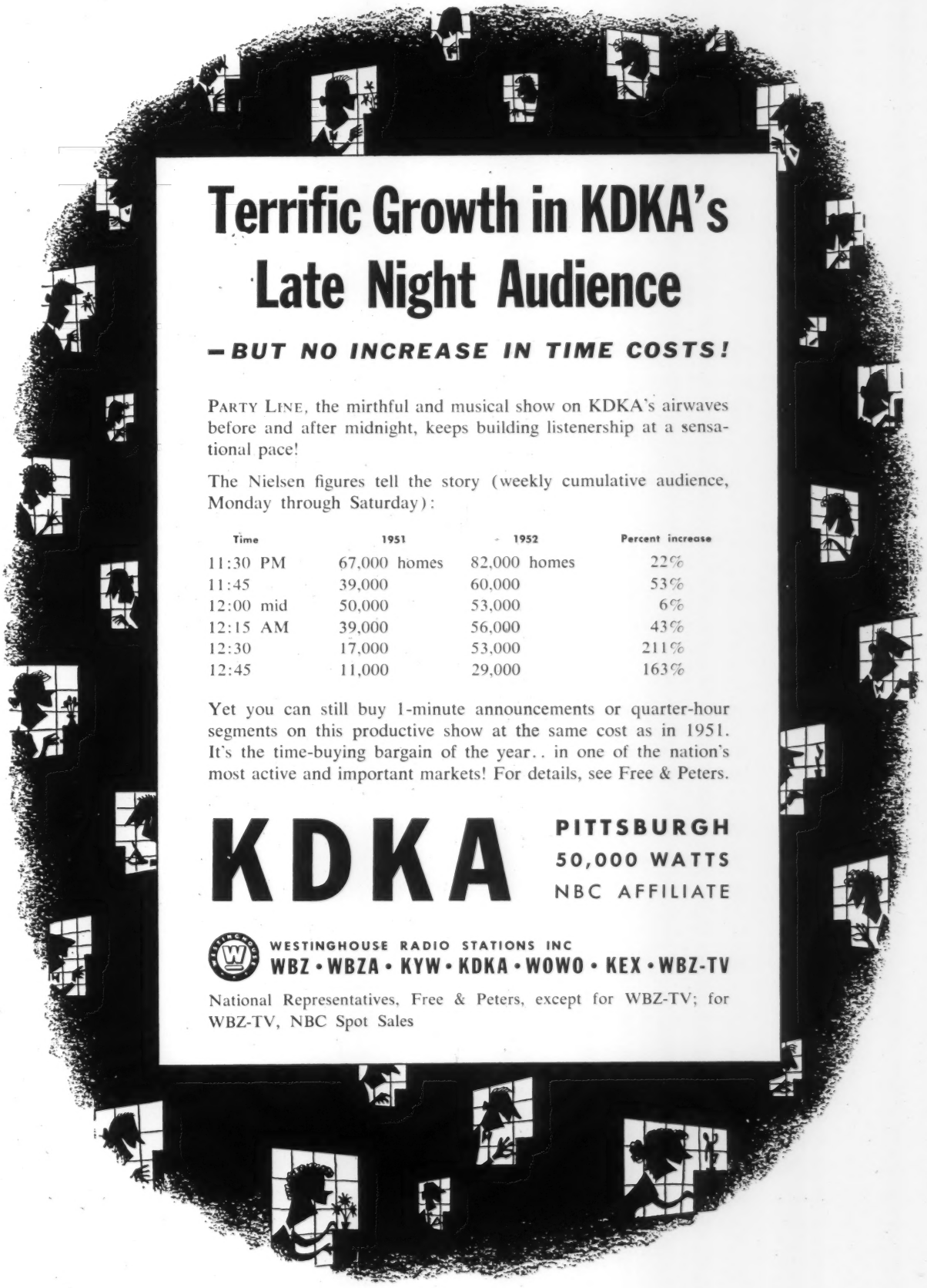
Program opportunities and program patterns are changing too. We see network television broadening out beyond the conventional entertainment forms. The lines between public service and entertainment are being washed away. Documentary material, discussions, and selections from the opera, ballet and the classics of literature are integrated into some of the most popular sponsored entertainments, where they reach a mass audience.

Presentations which a few years ago would have been considered as purely "educational"—in quotes—are becoming hits on television, programs like *Victory at Sea, Ding Dong School* and the film interviews with Bertrand Russell, Robert Frost and Carl Sandburg.

Early experimental formats like *Camel Caravan*—television's first newsreel—and *Show of Shows*—its first Broadway-type revue—have proved out long ago. New ones—like *Omnibus* and *Today* and *See It Now*—have been launched. Television has established a pattern of advertising support for such great occasions as the political conventions, the inauguration and the coronation—something relatively unknown in radio.

All of these trends are healthy ones and I hope we can find ways of extending them. Television should be able to embrace all the varied material of human interest, and advertisers should encourage such a movement. Nothing is so deadly to the vitality of a medium as the stereotype—the wave of comedy revues when one is successful, the blurred carbon copies of a great mystery series, the rash of situation comedies when

(Continued on page 92)



Terrific Growth in KDKA's Late Night Audience

—BUT NO INCREASE IN TIME COSTS!

PARTY LINE, the mirthful and musical show on KDKA's airwaves before and after midnight, keeps building listenership at a sensational pace!

The Nielsen figures tell the story (weekly cumulative audience, Monday through Saturday):

Time	1951	1952	Percent increase
11:30 PM	67,000 homes	82,000 homes	22%
11:45	39,000	60,000	53%
12:00 mid	50,000	53,000	6%
12:15 AM	39,000	56,000	43%
12:30	17,000	53,000	211%
12:45	11,000	29,000	163%

Yet you can still buy 1-minute announcements or quarter-hour segments on this productive show at the same cost as in 1951. It's the time-buying bargain of the year.. in one of the nation's most active and important markets! For details, see Free & Peters.

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Time To Smile L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F
10:15	*Film*			
10:30	Both Sides A. F. L.	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	Perspective L	Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Alt. Wks. Eyewitness L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Ted Husing*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	Why L			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30			Capt. Video	
6:45				Pepsi-Cola Short Stories F
7:00				
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Revlon Jane Froman		Camel News Caravan L
8:00			Admiral Corp Life Is Worth Living	
8:15		Ernie Kovacs (sust.)		Texas Co. Milton Berle L
8:30			Curtis Publishing Co. Keep Posted	
8:45				
9:00	ABC Fights (Co-op)	Schick Crime Syndicated (alt.) L Carter Prod. City Hospt.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P. Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			
10:45				P. Lorillard Embassy Club L
11:00				Bob Considine Mutual of Omaha
11:15 PM				

WEDNESDAY

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Date with Judy Clorets ½ sponsor	GM-Oldsmobile News L
7:45		Chesterfield Perry Como L
8:00		Pillsbury Toni Godfrey His Friends L
8:15	*Film*	
8:30		Liggett & Myers Godfrey His Friends L
8:45		
9:00		Colgate Strike It Rich L
9:15	*Film*	
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynolds Man Against Crime
9:45		
10:00		Pabst Sales Ribbon Bowl L
10:15		
10:30		
10:45		General Cigar Sports Longines Chronoscope
11:00		
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	Sweets Co. Tootsie Hippodrome L	*In The Park*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		*The Nature of Things* L
12:45				
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		
10:15				
10:30		Westing-house Betty Furness F.		*Prologue to the Future* F
10:45				
11:00		C-P-P (MWF) Strike It Rich L		*Ask Washington* L
11:15				
11:30		*There's One In Every Family* Partic. See Footnote		*Mrs. USA* F
11:45				
12:00 N		Gen. Mills Bride & Gr'm L	*Mid-day Chapel*	
12:15 PM		Amer. Home All Products Love of Life	*Noontime News*	
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45		P&G Guiding Light		
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15	Lash of the West			
10:30	Johnson Candy Rootie Kazootie L			
10:45				
11:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*		
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15		*Meet Me At The Zoo*		

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

FOR APRIL 1953

TIME

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Capt. Video	Pepsi-Cola Short Stories L
7:00		Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Chevrolet Dinah Shore L
7:15		General Electric Jane Froman		Camel News Caravan L
7:30	General Mills Lone Ranger F			DeSoto-Plymouth Groucho Marx F
7:45				
8:00		Blatz Amos 'n' Andy (alt.) Singer Swng 4 Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L
8:15				
8:30	Lorillard Chance of a Lifetime L	Lever Lux Video Theatre L Tobacco Co. Biff Baker, U.S.A.		
8:45				
9:00				Chesterfield Dragnet F
9:15				
9:30		Lever Rinso Big Town F		Ford Ford Theatre F
9:45				
10:00		Philip Morris My Little Margie		U.S. Tobacco Martin Kane
10:15				
10:30		Carter I've Got A Secret (alt. wks.) Toni Racket Squad		
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30			General Foods Capt. Video	Meet the Veep L
6:45				No Network Service
7:00	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L
7:15		Chesterfield Perry Como		Camel News Caravan L
7:30	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L
7:45				
8:00		R. J. Reynolds My Friend Irma	Dark of Night	Gulf Oil Life of Riley F
8:15				
8:30	Film	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L
8:45				
9:00	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L
9:15				
9:30		Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L
9:45				
10:00			Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F
10:15				
10:30		Longines Chronoscope		
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15		What In The World		
6:30	Sweets Co. Whiteman TV Teen Club L	Liggett & Myers Stork Club		Mr. Wizard
6:45				
7:00	Chas. Antell What's Your Bid	Sylvania Beat The Clock L	Johnny Jupiter	Dunhill My Hero F
7:15				
7:30	Texas Rasslin' F	Schick Inc. Bristol-Myers Nescafe (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L
7:45				
8:00	Bayuk Cigar Saturday Evening Fights L	This Is Show Business		
8:15				
8:30	Fight Talk	Meet Millie		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L
8:45				
9:00	Local	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Wrestling from Chicago	
9:15				
9:30		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L
9:45				
10:00			11:05 Boyle-Midway Sports Showcase	
10:15				
10:30			11:20 Wrestling Resumes	
10:45				
11:00				
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			Religious Hour Frontiers of Faith L
6:15			
6:30			American Inventory L
6:45			
7:00			Bohn Alum. American Forum L
7:15			
7:30	Lamp Unto My Feet		Victory at Sea F
7:45			
8:00	Man of the Week		Juvenile Jury L
8:15			
8:30	State of the Nation		RCA (alt. wks.) Kukla, Fran, Ollie L
8:45			
9:00	Willys-Overland Greyhound Remington-Rand American Machine & Foundry Scott Paper Omnibus		Zoo Parade Quaker Oats L
9:15			
9:30			Hallmark Hall of Fame L
9:45			
10:00			Fram. Corp. Sightseeing F
10:15			Window On Washington L
10:30			
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00		Garry Moore Show (See footnote)		
9:15				
9:30		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th		
9:45				
10:00		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
10:15				
10:30		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Fri.	Paul Dixon Show	Break the Bank L
10:45				
11:00		Action in the Afternoon		P&G Welcome Travelers L
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				Kate Smith L *
9:15				
9:30				
9:45				
10:00				Lever Hwkns. Falls L
10:15				Gabby Hayes**
10:30				
10:45				
11:00				
11:15 PM				

Explanation: Programs in italics sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Participating sponsors. Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 1:45-5. Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:15-5, Wed. Gerber—1:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F. Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:15-11, M-Th.—Pillsbury.

10:15-11 a.m. Fri.—Westinghouse-Betty Furness.

There's One in Every Family. Wed. 11-11:05 a.m. Carter Prod.; Thur. only, 11:15-11:30 a.m.

11:15-30 a.m. Thurs., Wine Corp of America—Bill Cullen's Show

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deepfreeze

1:45-2 p.m. Mon.—Duff; 1:45-2 p.m. Mon. Duff & Hoover, alt. wks.; Tues., Ballard; Wed., Best Foods; Thurs., Stokely-Van Camp; Fri., Kellogg; Tu., W., F. 1:30-2 P&G.

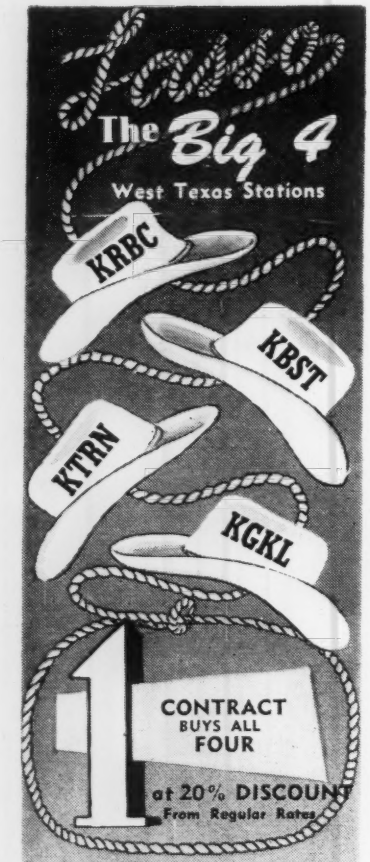
2:30-45 p.m., Fri.—Green Giant

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M., Th.—Pillsbury

2:30-45 p.m., Tues.; 2:45-3 p.m. Fri.—Kellogg House Party

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 6, 1953



KRBC Abilene
5,000 Watts Day — 1,000 Night
KGKL -- San Angelo
5,000 Watts Day — 1,000 Night
KBST -- Big Spring
250 Watts
KTRN -- Wichita Falls
5,000 Watts Day — 1,000 Night

1 Contract 1 Billing for all 4

See Discounted Rates Under

West Texas Packaged Stations

or contact the

John E. Pearson Co.

WHITE DEFENDS TELEVISION COSTS

(Continued from page 88)

one becomes a hit. I recognize that advertisers are practical businessmen with something to sell. But I would suggest that television must keep refreshing itself to hold and attract audience and that an excess of caution on the part of advertisers may defeat the very interest they want to protect.

All this suggests another way in which television can be made more useful to advertisers and to the public. As one of the most influential forces in our society, it has a vast potential as a public relations medium —and American business is only beginning to understand how well it can serve in this capacity.

The character of large corporate enterprise has undergone great changes in the past 25 years. It is no longer a law unto itself. The basis for many of its financial decisions is made in Washington. The nature of many of its operations is determined around the collective bargaining table. Its ownership has become dispersed among millions of stockholders. Its management is made up of skilled professionals who in many respects act as public servants. With this diffusion of the authority of big business, it has become part and parcel of our social machinery and has taken on wider and wider social responsibilities.

This thesis has been presented most brilliantly by David Lilienthal in his new book called "Big Business—A New Era." But, as he points out, many people still have an emotional distrust and suspicion of big enterprise and this antagonism reaches down to affect all business.

Such an attitude is dangerous, not only to business itself, but to the growth and integrity of our whole economic system. It is up to the leaders of our business community to correct this suspicion. In television they have a powerful tool to help them do it. And by doing it, they will gain for their own company the public attention and goodwill which have become such practical business assets.

In judging television, we must understand that it can always do more than it is presently doing—in serving the public, in serving individual advertisers and in serving our free enterprise system.

These three fields of service are closely interwoven. As one advances, it strengthens the others. And together they point to a larger purpose—the preservation of a way of life that is under threat. What happens in the free world will depend largely on America—on the wisdom and information of our people, on our unity and on our moral and economic strength.

These goals are great goals and television can become one of the greatest forces for reaching them.

We have in television a powerful instrument for informing the people on the issues and events of their time. And in our democracy, we happen to believe in the people's ability to make the right decisions once they have the facts and understand the issues.

We have in television a means for putting our people in direct touch with their leadership, so that our nation can grow in unity and moral purpose.

We have in television a major medium which can help our free enterprise system reach its full promise—by strengthening our salesmanship, stimulating our commerce and expanding our production.

The stewardship of this great instrument is in our hands. And for sponsors as well as broadcasters, the opportunities which lie ahead may well be just as great as our responsibilities.

WAVE Begins Auto-Portable Radio Promotion Campaign

ALL-OUT CAMPAIGN to break down radio's "summer" and "weekend" hiatus habit and to exploit "outdoor radio" was begun by WAVE Louisville last Wednesday.

The WAVE management, announcing it is "fed up with the ill-conceived habits" of the summer and the weekend hiatus and radio's failure in general to promote auto and portable sets, set forth an extensive outdoor radio promotion schedule in which it will use several media.

"During the winter months we plug hard on the clock-radio, the use-your-auto-radio-in-town and the radio-in-every-room concepts," the WAVE announcement said. "Now we will point out that in the good weather months, radio can—and does—move outdoors."

Quoting last year's sales of 8 million auto and portable radio sets—compared with 5½ million TV sets—the WAVE report declared: "We are out to make all we can aware of the fact that auto and portable radio is the fastest growing communications medium in America."

Two samples of WAVE promotion spots on chainbreaks and participation programs:

"In the spring (summer) Louisvillians get out and go. Four hundred and seventy thousand* of them keep informed and entertained with portable and automobile radios. They hear radio at its best on WAVE."

"What's the fastest growing communications medium in America? It's outdoor radio. Out of the 12 million radios sold last year, 8 million were auto and portable sets. Wherever Americans go, they take radio."

WAVE outdoor radio also will be plugged on a "heavy schedule" of rotating station identifications, in WAVE ads in the national trade press and in mailing pieces to clients and prospective clients, agencies, national representatives and others.

"And last but not least," the station adds, "WAVE's local programming this summer will keep the auto and portable radio listener uppermost in mind, with plenty of music, news and sports results—with de-emphasis on programs whose meanings are lost if you miss part of them. . . .

"In short, at WAVE we're out to prove that summertime radio is bigtime radio."

* WAVE reports a Louisville set count of 135,450 auto radios and 141,750 portables, with an average 1.7 listeners per set.

'PRE-CONVERSION' — a uhf introduction for a vhf market

Problems are legion to the uhf grantee in an established vhf market: Time can't be sold unless enough sets are converted to uhf; quick uhf signals are sometimes unsatisfactory and antagonize time buyers and public, and service firms can't always get the equipment needed to prepare for uhf in advance of the station start.

DETERMINED to avoid the pitfalls from too much haste in bringing uhf service to a community already receiving vhf television, a Virginia permittee is going to initiate a uhf preconversion plan utilizing a "marker-beacon" signal during station construction.

Holder of the CP—for uhf Ch. 33 in the Norfolk-Portsmouth-Newport News area—is The Eastern Broadcasting Corp., also licensee of WHYU (AM). Call letters of WACH-TV will be asked. In addition to assuring the best uhf signal possible, the permittee also wants to have uhf receivers converted in sufficient quantity before the station begins operation.

Frederic F. Clair, manager of the stations, outlined the plan as follows:

"Using the ultimately permanent antenna—mounted temporarily at or within a few feet of the permanent site, we will radiate a 'marker beacon' type narrow-band modulated (460 cycle, with voice identification as 'temporary and experimental') signal. This will be at the aural center-frequency of WACH-TV. By using a 50 kw transmission through our high-gain antenna, we will provide in excess of 50 mv/m across both A and B prospective service contours.

"This may be used to orient and cut receiving antennas, adjust oscillators and I. F.'s—all with plenty of lead-time, perhaps six months.

"Since we don't want to go on the air with less than the most perfect picture the art provides—we will be able to construct our regular uhf station with care and leisure. Since this 'marker-beacon' signal will serve as a signal generator, technicians may even line up resolution etc. (by drifting the set oscillator side to side) and we will have at least partially-prepared sets all converted and on a large scale ready for a really good program signal just when our station is ready to roll."

John Doley, president of Eastern Broadcasting, added that as more complex signals were produced, all the way up to test pattern, they would be added to the pre-program service. He said that the AM outlet would constantly promote the existence and proper use of the marker signal. The cooperation of set-dealers, stations and the public, Mr. Doley pointed out, "will help us to develop this infant service."

Eastern Broadcasting Co. reports favorable reception from sales, network and technical sources within the industry. FCC representatives, to whom proposals concerning the plan were presented, indicated that the Commission is interested, but would like the permittee to first confer with set manufacturers and others concerned for specific comment.

Detroit FM Pulls Up

FM RADIO is pulling out of a backslide in Detroit, bringing home some of the listeners lured by TV in the last few years, according to a feature story recently in the *Detroit Free Press*.

The shift is taking place because broadcasters have begun to put out the kind of programs which utilize the high-fidelity reproduction which FM can give, the article claimed. The paper said previously, identical shows were aired on both AM and FM outlets, with the result that listeners couldn't tell the difference—so why pay more for FM?

Then the U. of Michigan, which was operating an FM station, began to expand its musical programs, the *Free Press* noted. Results: Requests for program listings started coming in from the Detroit area. FM set sales went up, while stations met the challenge by putting more high quality music on the air. The boom was on.

Texas, Not Holland Kind

THE New York official in ABC's co-op department apparently knew more about the bathtub article than about the gadget invented by Eli Whitney. Lifting an eyebrow at the name he saw sponsoring ABC commentator Paul Harvey's co-op program on KRIO McAllen, Tex., he messaged the station that "no liquor sponsors are permitted on co-ops." The Texans had their laugh, then informed the New Yorker that the sponsor, Farley-Williams Gin Co., is located in the cotton-producing Rio Grande Valley, and that its product comes in bales—not bottles.

you need PROPER EQUIPMENT FOR RESULTS

you'll NEVER MISS when you specify WTOD TOLEDO, OHIO

Proper tools are always necessary to do a good job —and to do a good job of selling in Toledo, Ohio, you need WTOD. Giving folks what they want from radio—music, news, and sports—this 1000 Watt independent delivers more listeners per dollar. Top availabilities.

National Representative
Headley-Reed Co.

★ RADIO
★ TV
★ NEWSPAPER

an EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

FOLDER WELCOMES WMBR

CBS Radio Spot Sales is announcing its appointment to handle national sales representation of WMBR Jacksonville with a folder welcoming the station to "Radio's Royal Family" and listing other stations represented by CBS Radio Spot Sales. An attached memorandum points out that the Jacksonville area accounts for almost $900 million a year in wholesale volume of sales.

REPORT ON THIRSTY VIEWERS

THIRSTY televiewers in Syracuse, N. Y., do their water drinking during commercials and station breaks, according to a front-page story published March 26 in the *Post-Standard*. Paper reprinted a water department chart showing water demand in one section of the city during evening TV hours. Peak water flow coincided with hour and half-hour points. Story related that a similar trend has been noticed in Detroit, Toledo, Houston and "even London, England."

WRIS INTRODUCTION

FULL-PAGE ad in the *Roanoke Times* last month announced that "1410 comes to life" when WRIS went on the air at the 1410 spot on the dial. Editorial layout featured information on the new station as well as pictures of executives and personalities connected with WRIS.

'KNOCKOUT' PROMOTION

BOXING theme has been adopted by WFIL-TV Philadelphia for a new promotion piece. Copy states that the station daytime programming's "1-2 punch scores a knockout." Ratings

THIS PROMOTION stunt blew up in the faces of WOAI-TV San Antonio's management shortly after Arden X. Pangborn, general manager, prepared to launch the balloon bearing tidings of the station's new 100 kw service. It carried a small white card entitling the finder to $100. The scheme to release it from the top of the antenna was foiled when high winds burst the bubble. A stand-by balloon met a similar fate. The station settled for more down-to-earth promotion in a special dedicatory program, a camera tour of studios for viewers and reports on distant reception from television dealers.

are quoted from the ARB report for January, 1953. Promotion gives a special plug to two shows, *Bandstand* and *Ramar of the Jungle*.

WHP-TV BOOSTS ATTENDANCE

OFFICIALS of the Builders' Show in Harrisburg, Pa., are giving credit to WHP-TV Harrisburg and a closed circuit telecast for the unusually large attendance at the show this year. Station's booth was located just off the main entrance of the exhibition building. Crowds which gathered at the booth were televised to TV dealer displays throughout the exhibition area. Dealers related that the direct sales-leads promise to push TV set sales in central Pennsylvania to a new high.

SAFETY CAMPAIGN SHOWS

A 13-week Highway Safety Campaign was launched March 27 over KDKA Pittsburgh in cooperation with the Commonwealth of Pennsylvania. Shows, aired every Friday evening, are dramatizations of accidents, depicting various every day situations and results from non-adherence to the safety laws.

TV SEWING COURSE

MILWAUKEE women, according to WTMJ-TV in that city, are taking up sewing of spring coats in a big way because of a twice-a-week sewing course on *Women's World*. The outlet reports that viewers following the TV lessons have sent in 7,021 requests for instruction booklets which illustrate the steps in making the coat.

TALKS ON CANCER

SERIES of five-minute daily talks by local physicians and dentists has been scheduled by WSTC Stamford, Conn., during the month of April in connection with the local Cancer Drive. Each doctor will talk on a different phase of cancer. Time for these broadcasts has been an annual contribution of the station for the past three years.

CONTEST MARKS ANNIVERSARY

PLACING the advertisers' product in the listeners' homes was the objective of WGY Schenectady's 31st anniversary celebration in which 31 entrants in a favorite program contest received baskets containing food and drug products advertised on the station. Focal point of the celebration was *T'NT*, program on which contestants nominated their favorite broadcast and gave reasons for their choice. Winners received baskets filled with 88 items advertised on WGY.

WHK MARKET DATA

THREE-PAGE promotion on market data in the WHK Cleveland area has been released by that station. Featured is a map of the measured service contours of the station, a break-down of counties in the outlet's coverage area, homes covered, effective buying income and amount of retail sales.

IN-SCHOOL PROGRAMMING

NEW series of educational programs designed for in-school listening has started on WROL Knoxville, Tenn. Station reports that response from schools has been most encouraging. Included in the series are lectures on books, plays, music, American history and industry.

KYW WINS CITATION

KYW Philadelphia's efforts in recruiting a full company of Marines resulted in the station's being presented with a special citation from the U. S. Marine Corps. KYW was the only radio station in Philadelphia used in promoting the special two-week recruiting drive which

WIDE Whets Interest

CHANGE in broadcast policy by the City Council of Biddeford, Me., has enabled WIDE there to serve its listeners in York County by arousing a vocal interest in good local government. The station helped settle a ruckus which developed mid-January after minutes reported publicly of a previous council session did not agree with a tape-recorded report aired by WIDE. Listener protest resulted in a changing of the council minutes. Late in the month, Arthur Deters, president of the station, gained permission for the first time to broadcast proceedings at which the newly-elected mayor was challenged by his opponent because of a mixup in absentee ballots. Two WIDE newsmen sit daily from 9 a.m. until 6 p.m. in court to record all testimony, later aired as a regular feature after careful editing.

Report Train Wreck

WRECK of three New York Central trains near Conneaut, Ohio, the night of March 27 found WTAM (AM) WNKB (TV) Cleveland staffers roused from bed and working extra hours to cover the story locally as well as providing national reports for NBC radio and TV.

Stations claim that the first radio report was made by WTAM and that the outlet was a step ahead with phoned reports from eye witnesses and spot taped reports of stories from survivors. NBC radio received a full half hour's tape of on-the-spot reports and a two minute tape feed. Locally, WTAM aired a six-minute chronological spot report on the wreck.

For TV, NBC received a specially produced four minute show early Saturday afternoon (film shots taken at night) and NBC-TV's *Today* program and *NBC Newsreel* were provided with daylight shots.

KGW Airs Hearing

WHAT was believed to be the first broadcast in Oregon of a major hearing held by a legislative committee has been aired by KGW Portland. Station asked permission to cover via tape recorder a hearing on the subcommittee on welfare of the Joint Ways and Means group, which was debating whether names on the state welfare roll should be made public.

Permission was refused at first, with some state legislators of the opinion that an edited version might favor one side of the argument. Hours of debate in the state Senate were resolved by allowing KGW to tape proceedings. Public interest following the first broadcast necessitated a capsule version the following evening and the full version again three days later.

resulted in 123 enlistments in an all-Greater Philadelphia company to serve together during basic training. The award was presented to General Manager Frank Tooke by Major C. D. Morrow of the local recruiting office in behalf of Gen. Lemuel Shepherd, commandant of the Marines.

MERCHANDISING DISPLAY PLAN

MERCHANDISING display plan at WLW and WLWT (TV) Cincinnati has captured the attention of 165 members of the Independent Grocers Assn. in Ohio who have joined in the project. In addition, the station reports, selected stores serviced by the Kentucky Food Stores of Lexington and the Marsh Foodliners of Indiana have signed with Jack Frazier of the outlets' client service staff for participation in the Point of Purchase plan.

STUDENT TRAINING PROGRAM

ARRANGEMENTS have been made with WGPA Bethlehem, Pa., for the advanced radio students of Centenary Junior College, Hackettstown, N. J., to have one week of training at the station. Students will get first-hand information on station manager's duties, bookkeeping, continuity writing and broadcasting techniques. This training is in addition to a weekly program produced in the college's radio workshop and presented by remote control through WGPA.

Direct Selling

AN ADVERTISER speaks and sells direct to the listener on WICC Bridgeport, Conn. Samuel Shapiro, owner-manager of D & Son (furriers), beams his own commercials in a five-minute, late evening schedule.

Idea evolved when Stanley Edwards, WICC account executive, and sales-promotion man, Jay Hoffer, tried to sell a reluctant Mr. Shapiro on the evening spot in an area crowded by New York television. It clicked. Mr. Shapiro plans to continue his radio sales talks indefinitely.

THE PERFECT PROGRAM

WTOP-TV Washington reportedly has found the perfect program—no cost, no talent fees, proven universal interest, always something new. It's a quarter-hour morning feature on the *Uncle Bill Jenkins* show. A camera atop the WTOP building under construction, serves as sidewalk superintendent for viewers. As the station puts it, the program provides "highly constructive television."

EASY INFORMATION

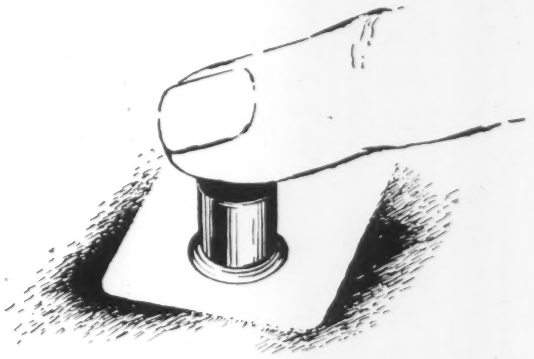
WBTV (TV) Charlotte, N. C., has put out an attractive folder designed to give time buyers and agencies a quick picture of pertinent information. The pamphlet contains four maps of the service area, which illustrate the per cent of families viewing TV per county.

'Shopper Stopper'

WBKB (TV) Chicago has instituted a new merchandising plan for its food advertisers under agreements with National Tea Co. and Great Atlantic & Pacific Tea Co., John Mitchell, WBKB (TV) vice president, has announced.

Open to all food advertisers, the plan ("Shopper Stopper") offers extra point-of-sale promotion. Advertisers may receive an intensive display promotion for one week in 600 food stores in the Chicago area, 300 each from the two large food chains.

WBKB's TV sales staff now includes Walter Preston, Murray Richardson, Rudolph Peterson, John E. Flatley, Ben Drake, Jim Beach and Patricia Banks.



THIS BUTTON STARTS A 16 HOUR DAY'S CONTINUOUS PROGRAM. IT PLAYS AUTOMATICALLY. STATION OPERATING COSTS GO DOWN; PROFITS GO UP.

IT'S A NEW DEVELOPMENT YOU MUSTN'T MISS!

your chance to see it . . .

THE AUTOMATIC STATION OF TOMORROW

AMPEX display

at the NARTB Convention

Los Angeles, April 28th through May 1st

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
Consistently, month after month, Sales Management Magazine has shown El Paso as one of the nation's preferred cities. The Federal Reserve Bank report states that El Paso department stores topped all of her larger sister cities in percentage of retail sales increase.
To best reach this lucrative retail sales market of more than $500,000,000, use KEPO . . . your best advertising medium in the Nation's Largest Trade Territory. KEPO gives you the advantage by delivering El Paso's most powerful radio signal . . . and the most sales-responsive audience in its 525,000 listener area—plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.
Figures from Sales Management, May 10, 1952
Ask Avery-Knodel for complete details.
THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

PEOPLE

Advertisers

Bob Ashe to advertising staff, Tide Water Associated Oil Co.

Kenneth L. Brown, copy chief in advertising department, Wyeth Labs., Phila. (drug products), appointed advertising manager.

Agencies

Garrit Lydecker, Young & Rubicam, N. Y., to Chicago office as vice president effective April 15.

Floyd Holm, vice president, Compton Adv. Inc., Hollywood, transfers to N. Y. headquarters as assistant to **Lewis Titterton,** vice president in charge of radio-TV, effective July 1. **James Seabourne** shifts from N. Y. office to Hollywood, as manager.

William F. Dietz, manager of production department, Albert Frank - Guenther Law Inc., N. Y., elected a vice president.

Mr. Dietz

Hal Weiss, radio-TV writer, to I. R. Stempel Adv., N. Y., as account executive.

James T. Vandiveer, radio-TV director, John I. Edwards & Assoc., Hollywood, to Erwin, Wasey & Co., L. A., as account executive in charge of radio-TV for Carnation evaporated milk.

Robert J. Weill, Doyle, Dane, Bernbach, N. Y., to Lester Harrison Inc., same city, as vice president in charge of agency operations.

Les Blumenthal appointed business manager of radio-TV department, William H. Weintraub & Co., N. Y. [B•T, March 23]. **Lee Currlin** appointed assistant business manager in charge of timebuying. **Carlos A. Franco,** former general manager of radio-TV department, resigns effective April 10.

Emerson Foote, executive vice president of McCann-Erickson, and former director of American Cancer Society, presented with 15th annual Clement Cleveland Award of New York City Cancer Committee for work "in bringing the cancer problem to public attention."

A. Charles Cuddeback, Young & Rubicam, N. Y., to BBDO, that city, in media department.

Ray Girardin appointed radio-TV director, H. B. Humphrey, Alley & Richards Inc., N. Y.

Robert Pasch, copy staff, Dancer-Fitzgerald-Sample, N. Y., to creative staff, Ruthrauff & Ryan, N. Y.

Jay Dugan has started **Jay J. Dugan Agency,** 1622 Chestnut St., Phila.

Lee Morris appointed head of newly formed radio-TV department, Riedl & Freede Inc., Paterson, N. J. **Elva Cumberworth** to agency on radio-TV staff.

Robert L. Luce, copywriter, Mergenthaler Linotype Co., to copy department, Fred Gardner Co., N. Y.

George Weaver, media department, Foote Cone & Belding, L. A., appointed director of media research and analysis. **Kenneth V. Moore,** assistant account executive, Erwin, Wasey & Co., L. A., to FC&B as media manager, succeeding **Richard Marshall,** who has resigned.

Mr. Moore

Helen Stenson, radio timebuyer, Foote, Cone & Belding Inc., S. F., named broadcasting director.

R. Hill Carruth, account executive, KTTV (TV) Hollywood, to Carson-Roberts Inc., L. A., as head of newly formed radio-TV department.

John Casey to account management group, Biow Co., N. Y. **Douglas Brown** to agency's media department in timebuying section.

Harold L. Mooney to Paris & Peart Adv., N. Y., as director of media and research.

Ralph E. de Castro, vice president and member of plans board, C. J. La Roche & Co., to copy staff, Kudner Agency, N. Y.

Stations

W. Eldon Gardner appointed managing director, WKMF Flint, Mich.

Harry L. Becker, program director, KIMO Independence, Mo., appointed station manager. **Don Angel** to station's sales staff.

Bert Godfrey, formerly with KVER Albuquerque, N. M., to KVWO Cheyenne, Wyo., as general manager.

Dick Maguire, manager, KFJI Klamath Falls, Ore., elected president of KWIN Ashland, Ore. **David Bigley,** commercial manager, at former station, to latter outlet as manager. **Paul J. Alexander,** KFGR Forest Grove, Ore., to KWIN as chief engineer.

David Camp, manager, KBIF Sanger, Calif., adds duties as commercial manager. He succeeds **Dick Schunk,** resigned to rejoin Barker's Furniture Co., Fresno, as manager. **Waldon Jorgensen,** account executive, and **James Bailey,** announcer, KRDU Dinuba, join KBIF in same capacities. Station moves business headquarters to 1412 Fulton St., Fresno.

Adelbert A. Skirbunt, accountant at WEWS (TV) Cleveland, transfers to sales staff.

Louis F. Allen to sales department of WBBM Chicago, as account executive.

William R. Dothard, account executive, Ziv

Television Programs, to WFBR Baltimore, in same capacity.

Worth Kramer, vice president of WJR Detroit, presented with Annual Christian Brotherhood Award for station's contribution toward promotion of Christian Brotherhood in field of radio.

Robert T. Mason, general manager, WMRN Marion, Ohio, named chairman of radio-TV committee for Ohio diocese of Protestant Episcopal Church.

Thomas F. McCollum appointed promotion manager, WSYR-AM-TV Syracuse. He replaces **Caley E. Augustine,** now director of promotion and public relations, WJAS-AM-FM Pittsburgh [B•T, March 30].

Mr. Augustine

Mr. McCollum

Roger Van Duzer appointed program director and film buyer, KNUZ-TV Houston.

Jay Roberts, chief announcer, KXAR Hope, Ark., to KNEA Jonesboro, Ark., as program director.

Dick Campbell appointed local program director, KOTV (TV) Tulsa, succeeding **Don Thompson,** now executive program manager.

Reg P. Merridew, program director, WGAR Cleveland, elected director of Cleveland Church Federation.

John E. Hill to production staff, KDKA Pittsburgh.

Elizabeth Glaze to continuity department of WIRE Indianapolis.

Rhean D. Cunningham appointed chief engineer, KFEL-AM-FM-TV Denver. **Scotty Cullen** named TV studio technical manager and **Art Robertson** named chief technician of TV studio.

Pat Arnoux, WTAR-TV Norfolk, Va., promoted to assistant TV program and production manager. **George Brantley** to station as traffic and continuity manager.

Burt Harris, managing director of Western Television Productions, Denver, named production manager of KKTV (TV) Colorado Springs.

Lola Tilden, assistant program manager, WGMS Washington, promoted to music director. **Maurie Higdon** appointed production director at WGMS.

Dick McAdoo to WBIG Greensboro, N. C., as farm director.

Edward H. Devany, WTAR-TV Norfolk, Va., to production staff, WICC-TV Bridgeport, Conn.

Betty Underwood appointed director of women's programs, WNOE New Orleans.

Carl Ide, announcing staff, WNJR Newark, N. J., returns to staff of KDKA Pittsburgh.

Mike Lesnick and **Mike Breen** appointed TV directors, WSYR-TV Syracuse.

Sally Lieberman to WICC Bridgeport, Conn., as record librarian.

Bob Weaver returns to announcing staff, WTVJ (TV) Miami, after service with U. S. Air Force.

Alfred Balk, publicity department, Illinois Agricultural Assn., to WBBM Chicago, as news writer.

Peter Reynolds, Hollywood radio-TV actor, assigned role in 20th Century-Fox feature film, "The Robe."

James Gantz, KYW Philadelphia news editor, reelected to board of directors of Philadelphia Sportswriters Assn.

Thomas F. O'Neil, president, General Teleradio-MBS, father of boy, March 30.

Edward Anderson, announcer, WTIC Hartford, and Jean Eddy Gabriel were married March 21.

Maurice Brunsvold, announcer, WOI-TV Ames, Iowa, father of girl, Kristine Louise, March 27.

Paul Abbott, m.c., *Ladies Day* on WSYR-TV Syracuse, father of boy March 19.

Herb Fontaine, program director and chief announcer, WCOU-AM-FM Lewiston, Me., father of boy, Stephen Daniel, March 30.

Page Reeder, WBAL Baltimore engineer, father of girl, Donna Maria.

Bert Demers, KOMO Seattle account executive, father of girl, Diane Elizabeth.

Networks

Bill Brennan, script co-ordinator, CBS-TV Hollywood, named general program co-ordinator in charge of script evaluation and supervision. **Sharman Douglas** to network's program department as editorial assistant.

Pedro Gonzales-Gonzales, contestant who recently appeared on NBC-TV *You Bet Your Life,* assigned role in Universal-International feature film, "Wings of the Hawk."

Arthur Hull Hayes, CBS vice president and general manager, KCBS San Francisco, appointed chairman of radio-TV participation for 34th annual California Public School Week, beginning April 27.

Walter Black and **Bill Mendrek,** co-producers and writers of *My Son Jeep* on NBC, presented with National Laugh Foundation award for best situation comedy on radio.

Irving Fein, director of publicity and exploitation, CBS Radio, Hollywood, named director of public relations.

Charles Sanford, musical director for NBC-TV *Your Show of Shows,* awarded *Music Business* magazine's Clef Award as "outstanding and most versatile conductor in television for 1953."

Gabor Rona, portrait photographer, CBS Radio, Hollywood, father of girl, Saundra Lynn, March 25.

Dick Wylie, 50, special assistant to California's attorney general and one-time general manager of Don Lee Bcstg. System, L. A., died March 20. Police reported death was a suicide.

Manufacturing

Philip H. Fisher, merchandise manager in charge of housewares and appliances of Gray-

From the word "Go" in the "Go Cunard" opening, the universal urge to travel is really stimulated in this 1-minute spot that packs every second with sell. Quick glimpses of famous foreign sights merge into glamor shots of fun and luxury on board . . . convincing proof that Cunard's way of "Getting there is half the fun!" A reprise of the "Go Cunard" opening clinches the sale for a Cunard sailing. Created by Sarra for The Cunard Line through Kelly, Nason, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

son-Robinson Inc., appointed treasurer of Wilcox-Gay Corp., Brooklyn, replacing **H. Everett Smith,** resigned.

Paul Bergquist, broadcast consultant, appointed field sales representative for RCA broadcast equipment in Maryland and Virginia.

Mr. Bergquist

Paul E. Bryant, western sales manager, Zenith Radio Corp., L. A., to Hoffman Sales Division, L. A. distribution firm for Hoffman Radio Corp., that city, as general manager.

Nathaniel M. Marshall appointed manager of TV equipment sales, General Precision Lab. Inc., Pleasantville, N. Y.

Anthony Azzato, manager of film department of WPIX (TV) New York, appointed eastern sales manager for Standard Television, with newly-opened offices at 10 E. 49th St., New York.

Frank P. Hogan appointed radio-TV zone manager for St. Paul-Minneapolis territory, Crosley Div., Avco Mfg. Corp., Cincinnati.

Dr. Carl H. Becker, physicist and audio engineer, to staff of Ampex Electric Corp., Redwood City, Calif.

Calvin Hugy, radio sales promotion chief, Hallicrafters Co., promoted to advertising manager.

Michael Ames, vice president of David O. Alber Assoc., N. Y., public relations firm, named manager of public relations and publicity of Emerson Radio & Phonograph Corp.

Representatives

John R. Stewart has resigned as eastern TV sales manager, George W. Clark Inc., station representative firm. Future plans have not been announced.

Alan Hartman, United Television Programs, and **Bill Rich,** WPIX (TV) New York, to Headley-Reed TV, station representation firm, as account executives.

Edward A. Barry, salesman at Weed & Co., Chicago, father of girl, Ann Patricia.

Services

Sheldon J. Karlan to Melrick Landen Assoc., N. Y., public relations counsel, as account executive.

Program Services

Richard J. Barrett, copywriter, Milton Weinberg Adv. Co., L. A., to Harris-Tuchman Productions, Hollywood, as sales service director.

Louis D. Frohlich, 68, Schwartz & Frohlich, ASCAP counsel, died March 31.

SEVEN PRIVATELY-OWNED APPLICANTS GET GREENLIGHT FOR CANADIAN TV

On the heels of technical approval by the Dept. of Transport, the CBC Board of Governors has recommended the first seven non-government owned or controlled television outlets. Hamilton, London, Sudbury, St. John, Sydney, Windsor and Quebec are the markets, with expectation that commencements will range from four months to a year.

FIRST seven Canadian independent television stations are expected to be on the air within four months to a year. This was indicated following recommendations by the CANADA Board of Governors of Canadian Broadcasting Corp. on March 30 that these seven stations be licensed for vhf operation. Department of Transport, Ottawa, which grants licenses, had okayed technical briefs of applicants before CBC Board hearings, March 26-28, at Ottawa.

Five of the applications were recommended without special riders to the board's recommendations. Niagara Television Ltd., Hamilton, Ont., consisting of a joint operation by AM stations CKOC, CHML and CJSH-FM, all of Hamilton, will operate on Ch. 13 with 80.6 kw video and 48.36 kw audio and a directional antenna to beam programs northeast and southwest. It is believed the station will be first on this continent to have a directional TV antenna.

Station will be managed by Ken Soble, owner of CHML. Company application showed capital investment at $721,000, and initial operating expenses for the first two years at over $250,000. Station plans 37 hours of live programming weekly, in addition to carrying CBC national programs. Appearing before the CBC Board, Mr. Soble stated that he hoped the CBC programs were not so timed as to throw out the station's commercial schedules.

CFPL London, Ont., was recommended for a TV license on Ch. 10, with 117 kw video and 59.6 kw audio. Antenna will be 576 feet above average terrain. Station is owned by the *London Free Press,* and Walter J. Blackburn, president, told the Board that the TV station could be on the air by November. Questioned about monopoly of news with the only newspaper in the city also owning radio and TV stations, Mr. Blackburn stated that there was genuine competition between the paper and CFPL, and that neither CFPL nor the TV station would carry editorial opinion broadcasts or attempt to broadcast the paper's editorial views. This makes the seventh station which will be seen in the London area.

CKSO Sudbury, Ont., is recommended for a TV station on Ch. 5 with 1.25 kw video and .625 kw audio. Station is located in the nickel mining area where there has been no TV reception to date.

CHSJ St. John, N. B., is recommended for Ch. 4, with 27.8 kw video and 13.9 kw audio, with antenna 1,200 feet above average terrain. CJCB Sydney, N. S., will have a station on Ch. 4 with 24 kw video and 12 kw audio, and antenna at 299 feet above average terrain.

Opposition from Jack Cooke, CKEY Toronto, to licensing CKLW Windsor for TV station was tabled. But the CBC Board recommended CKLW for TV with the "understanding that station be fully obligated to carry national program service at times specified." Station will be on Ch. 9 with 103 kw video and 61.8 kw audio, with antenna 619.5 feet above average terrain.

A recommendation for a station at Quebec City was granted on condition that local shareholders take up options noted in application. Licensee will be Television de Quebec Limitee, consisting of Famous Players Canadian Corp., Toronto movie company, and AM stations CHRC, CJQC and CKCV, all Quebec. Station will be on Ch. 4, with .923 kw video, .554 kw audio, and antenna at 457 feet above average terrain.

Major opposition developed to an application for a vhf Ch. 6 station at Kitchener, Ont., by Central Ontario Television Ltd., consisting of Famous Players Canadian Corp., Toronto; Electrohome Mfg. Co., Kitchener, and CKCR Kitchener. Opposition was from Toronto municipality as well as Joseph Sedgewick, legal counsel for CFRB Toronto, as Ch. 6 is a Toronto channel. The CBC Board denied the application on the grounds that the "station as proposed with a very wide coverage would to a large extent duplicate service from other stations. The Board does not believe that for this purpose it would be justified in recommending the transfer of a channel allocated to the Toronto area. The Board believes it would be desirable to have a station serving more immediately the area around Kitchener. At the same time it wishes to point out that cognizance must be taken of channel availabilities." Kitchener has been allocated uhf Ch. 45.

Important Coast Changes Seen in New TV Allocations

LATEST list of TV frequency allocations of the Canadian Dept. of Transport reflects important changes in Pacific Coast areas [for complete revised list, see FOR THE RECORD, page 112].

At Vancouver, Canadian Broadcasting Corp. will open a TV station this year on Ch. 2. Assignments made internationally by Canada and the U. S. give Ch. 2 to Victoria, and Ch. 4 to Vancouver. But possible in- CANADA terference with Seattle stations on Chs. 5 and 7, resulted in CBC having assignments changed to give it Ch. 2. Independent stations will be allowed to build at Victoria, which is even closer to Seattle. Only vhf channel now assigned to Victoria is Ch. 6.

Other changes in Canadian TV allocations are addition of Red Deer, Alta; on Ch. 6; Chilliwack, B. C., from Ch. 12 to 3; addition of Dawson Creek, B. C., on Ch. 5; addition of Ch. 68 and 78 to Hamilton, Ont.; in Quebec province additions of Ch. 4, to Amos, La Sarre Ch. 13, Val d'Or Ch. 8, and Ville Marie Ch. 2; addition of Ch. 7 to Matane, Que.; and in Newfoundland, Corner Brook Ch. 5, Gander Ch. 6, Grand Falls Ch. 3, St. Georges Ch. 7 and St. John's Chs. 2, 4, and 8.

The assignments, the Dept. of Transport points out, are only for areas within 250 miles of the U. S.-Canadian border, and a few other areas where assignments must dovetail into the border areas. Assignments for other specific places will be worked out as applications for stations are made in those areas.

RFE Station Support

ALMOST incredibly widespread use by American radio and TV broadcasters of material sent them by the Crusade for Freedom (organization supporting work of Radio Free Europe in broadcasting to countries behind the Iron Curtain) is indicated by returns of a post card survey covering the use of Crusade material sent stations during the campaign period of Nov. 5, 1952 to Jan. 31, 1953.

2,075 radio and TV station managers received the post card.

1,485 station managers (71%) responded, stating they had received the mailings regularly, an unusually high percentage of replies.

1,430 stations (99%) broadcast crusade spot announcements sent to them an average of 21 times per week.

1,155 stations (82%) used other Crusade and RFE materials sent them.

1,455 stations (98%) asked to be kept on the mailing list.

This phenomenal display of station support was in addition to the many radio and TV network programs broadcast on behalf of the Crusade and RFE.

U. S. Programs Hold Most Canadian TV Viewers

U. S. TV programs continue to be most popular with Canadian TV audiences in Southern Ontario, where four-fifths of all TV sets in Canada are located. The March Elliott-Hayes Ltd., Toronto, program rating report **CANADA** covering Canada's two TV station cities, Toronto and Montreal, shows that in the Toronto-Niagara area 21.7% of the audience looks at CBLT Toronto, and the remainder at Buffalo and other U. S. stations. At Montreal there is no American station competition, and the sets-in-use index of 60.6 for March is the highest attained since CBFT Montreal went on the air last September.

Most popular programs telecast by CBLT Toronto for March were *NHL Hockey*, rating 54.1, *Studio One* 44.1 (U. S.), *The Big Revue* 28.3, *Tales of Adventure* 28.1, *Bell Singers* 27.1.

From WBEN-TV Buffalo, the most popular programs were *Comedy Hour* 77.4, *TV Playhouse* 77.3, *TV Theatre* 77.3, *Arthur Godfrey* 76, and *Feature Film* 75.5.

From CBFT Montreal, the most popular March programs were *NHL Hockey* 76.6, *Foreign Intrigue* 72.2 (U. S.), *Studio One* 72 (U. S.), *Feature Film* 69.3, and *Le Nez de Cleopatre* 69.

$2,500 Crosley Grant Aids Cincinnati Educational TV

EXPERIMENTAL educational telecasting in the area around Cincinnati will be aided by a $2,500 grant from the Crosley Broadcasting Corp., James D. Shouse, Crosley board chairman, said last week.

The grant was made to the Greater Cincinnati Television Education Foundation, which intends to file an application with FCC for noncommercial educational uhf Ch. 48 in that city. The money will be used to produce educational programs at the Cincinnati College of Music. Productions will be telecast on WLWT (TV), the Crosley Cincinnati outlet, according to Uberto Neely, foundation chairman and radio-TV director at the College of Music.

Mr. Shouse said the programs will prepare the people for educational television in WLWT's claimed coverage area of 15 counties in southwestern Ohio, northern Kentucky and southeastern Indiana. Earlier this year WLWT offered its tower to air the proposed station's programs.

Mr. Neely said the grant will enable his group to train technical program and administrative aides in station operation and that the Crosley assistance will save the foundation "approximately $100,000." Working with the foundation are the U. of Cincinnati, Xavier U., Adult Education Council, Cincinnati Board of Education, Cincinnati Public Library and Our Lady of Cincinnati College. The programs will be aired Sunday afternoons.

Mr. Neely said the foundation, incorporated with declared assets of $230,000, plans to begin station operations in January 1954, if FCC grants the channel. Yearly expenditures are estimated at $100,000 to $200,000. It plans to ask added financial help from the Ford Foundation, he said.

CHECK for $2,500 as aid in producing educational TV programs is presented by James D. Shouse (1), board chairman of Crosley Broadcasting Corp., to Dr. Claude Courter (c), superintendent of Cincinnati Public Schools, and Uberto Neely, chairman of Greater Cincinnati Television Educational Foundation, applicant for noncommercial educational uhf Ch. 48 in Cincinnati.

Teacher's Guide on CBS-TV Coronation Coverage Set

A DETAILED teacher's guide correlating CBS-TV's coverage of Queen Elizabeth's coronation in London on June 2 with classroom lessons and supplementary study projects in history, geography, economics, language, music and art has been prepared by the Citizenship Education Project of Columbia U's Teachers College.

According to Sig Mickelson, CBS-TV director of news and public affairs, more than 100 stations in CBS-TV's coast-to-coast network are cooperating in the distribution this week of the manuals among universities, colleges, high schools, junior high and elementary schools, in their areas.

This is the second CEP manual prepared for CBS-TV. The first covered the inauguration of President Eisenhower and, according to Mr. Mickelson, was endorsed by educators, the press and the public.

The guide will describe to teachers, CBS-TV's efforts to bring complete and fast coverage of the event. It touches on the network's plan to convert a British Overseas Airway's Stratocruiser into a laboratory to accommodate electrical and editing equipment to process television recordings in 58 seconds. It describes the flight of the plane from London to Newfoundland to New York in time for an 11 p.m.-12 midnight, EDT, presentation of the coronation over CBS-TV.

Michigan State TV Workshop

THIRD annual summer TV workshop at Michigan State College, Lansing, is set for Aug. 3-12. Students can earn four credit hours during the three-week intensive training period. Co-directors are Dr. Armand L. Hunter, director, TV development, and Dr. Robert P. Crawford, director, TV educational training. James Tintera is in charge of production sessions.

Realistic "how to" technique sparks this new TV commercial for Helena Rubinstein's Stay-Long Lipstick. Demonstration and sell are deftly interwoven as an attractive mother applies her lipstick, then turns, with engaging spontaneity, to kiss her little girl as the "voice over" emphasizes the message, "you're confident your lipstick will not smear." In a change-of-pace ending, a novel animation of the lipstick repeats the demonstration and the final shot completes product identification with a galaxy of glittering lipsticks. Produced by SARRA for Helena Rubinstein, Inc., through Hewitt, Ogilvy, Benson & Mather, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

N. Y. State 'Pilot' Outlets Supported by Local CLU

THE NEW YORK Civil Liberties Union has swung its support behind proposals that the state establish educational TV "pilot" stations.

Condemning the report of a special commission which recommended further study but said there is no need now for a proposed state-owned 10-station educational TV network, and which also voted against establishment of a pilot station [B•T, March 2, et seq.], the NYCLU said last week it had joined 23 other groups in supporting a bill which would provide for three pilot stations.

"We believe that the principles underlying our constitutional provisions regarding freedom of speech will be enhanced by taking advantage of at least some of the channels allocated by the FCC in the State of New York for noncommercial educational purposes," the NYCLU wrote legislative leaders.

"Noncommercial educational television will in no way interfere with commercial use of television, and in fact, will provide a varied fare to such operations which can only result to the benefit of the listening and viewing audience."

New York Gov. Thomas E. Dewey has announced he will implement the special commission's report by appointing a committee to help develop "the greatest potentials of educational television for our people." Under his plan various educational and other groups, including broadcasters, would work together to help "establish workshops at which practical ideas can be tested and even bring about the creation of non-profit corporations for the erection of noncommercial television stations with private funds."

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

CLASSROOM equipment for Southeastern Radio and Television Institute, Nashville, is inspected by Bailey Manthey (l), school president, and T. F. Bost Jr., General Electric Co., Atlanta, at the new TV studios' formal opening.

Nashville School Offers TV

TELEVISION classes begin this month at new studios of Southeastern Radio and Television Institute, Nashville, according to Bailey Manthey, school president.

Three hundred middle Tennessee radio and advertising personnel attended the Institute's formal opening March 20. The school will offer courses in television production and engineering for professional personnel, and plans beginners courses later in the year.

State Budget Cut May Doom TV Plans for U. of Illinois

THE U. of Illinois may have to scrap plans for a noncommercial, educational TV station at Urbana-Champaign because of a threatened cut in the state budget, its president, George D. Stoddard, said last Tuesday. Accordingly, it will ask the FCC to extend its deadline on educational TV reservations beyond June 2, he indicated.

The university, which wants vhf Ch. 12, also is in line for a $100,000 grant from the Ford Foundation.

Cuts in the state budget, Dr. Stoddard said, "mean we will lose Ch. 12 . . . and also the $100,000 offered by the Ford Foundation, which we were to accept by April 1." If FCC extends educational reservations, he added, the foundation also will be asked to extend the deadline on its offer.

The U. of Illinois has been awaiting action by its board of trustees preparatory to filing for Ch. 12, according to Robert Hudson, director of broadcasting.

The TV outlet would operate under the university's name and banner, with nearby educational institutions invited to participate in programming. The university's AM station (WILL) already has some TV equipment on hand (transmitter, one studio) and would operate off its AM tower.

Political Time Study

KALTENBORN Foundation has awarded a fellowship to Isaiah S. Bard of New York for a study of radio and television time given political candidates. The study will be made under auspices of the American Civil Liberties Union, and will be supervised by Prof. Charles Siepmann, director of New York U.'s communications department.

Southern States Ask FCC To Extend June 2 Ban

SOUTHERN Regional Education Board, Atlanta, last week acted to ask FCC to extend for another two years the Commission's present ban on acceptance of petitions seeking change of reserved educational TV channels to commercial status. The ban will expire June 2 under present rules of the Sixth Report and Order, the final TV allocation plan.

Action came after representatives of southern state governors met in Atlanta with members of the Joint Commission on Educational Television and of the National Citizens Committee on Educational Television.

Governors' spokesmen revealed that several states have not considered reserved TV channels because their individual legislatures have not yet met.

Campus Stations Increase

EXPANSION of college campus radio stations from 36 in 1951 to 70 in 1953 has been reported by David W. Borst, operations manager of the Intercollegiate Broadcasting System in announcing publication of IBS rate card 19.

He noted that both local and national advertisers are using campus stations "to reach an audience that is just forming its buying habits and is receptive to new ideas and products." Mr. Borst said IBS stations serve some 350,000 listeners in more than 90 college communities.

NCAA Football on TV Brings in $1.15 Million

MORE THAN $1.15 million paid for sponsorship of the 1952 NCAA controlled football TV games will be distributed in the form of dividends to 51 NCAA member schools.

Walter Byers, executive director of NCAA, reported that the $1,151,109.22 covers all "live" games—presumably including regional contests other than those sponsored nationally by General Motors on NBC-TV. The figure covers receipts from delayed telecasts.

Largest share, although the sum was not disclosed, will go to the Army and Navy academies. The annual classic was carried by more than 60 TV outlets.

WRU TV Policy

COOPERATION with educational as well as commercial television stations was voiced as the policy of Western Reserve U. in Cleveland last week by the Broadcasting and Television Council there. John F. White, who heads the council and is vice president of development at the university, expects to continue the school's system of spotting its "educational" shows on commercial TV outlets, following a pattern set in 1948 when it aired its first program on WEWS (TV) there. "Everybody benefits under our present arrangement," he said.

He termed the university's video philosophy as one of "televised education, not educational television. We view television not as a 'cause' but as a tool." He said the school's position is fulfillment of its function to educate, not to operate a business, which maintenance of a television station would be.

AWARDS

ABC Station Winners Listed In 'Blood Boosters' Contest

WINNERS of its contest, "Space Patrol Blood Booste[illegible]" among 37 ABC radio and television outlets, are being announced today by Ralston Purina Co., which sponsors *Space Patrol* Saturday, 10:30-11 a.m. EST on ABC radio and 11-11:30 a.m. on ABC-TV.

The contest on the *Space Patrol* children's shows, promoting donation of blood to the Red Cross by urging children to recruit adult donors, was held among ABC radio and TV non-network-owned affiliates.

Grand prize, a Nash Rambler Airflyte station wagon, went to WKNA Charleston, W. Va. TV station winners were KMTV (TV) Omaha, which received as first prize an Auricon Cine-Voice sound movie camera, and KSL-TV Salt Lake City, second prize, a Minitape portable tape recorder.

Radio winners: First, WAYS Charlotte, N. C., a portable Magnecord recorder with play-back amplifier; second, WGH Norfolk, Va., Minitape portable tape recorder, and third, WSAZ Huntington, W. Va., an identical Minitape recorder. Joining in promotion of the contest were 82 ABC radio and 12 ABC-TV stations.

Friendly Town Awards

WINNERS in the fifth annual New York *Herald-Tribune* Fresh Air Fund's Friendly Town's radio-television and newspaper contest were announced last week. In radio-TV, first place was awarded jointly to WKNE Keene, N.H., and the Endicott (N.Y.) *Daily Bulletin*, licensee of WENE Endicott. Panel totaling seven judges selected WKNE as a winner in recognition of its efforts in providing two-week vacations in the Keene area for 149 children during 1952. Second place in the radio-TV contest went to WJOY Burlington, Vt., and to WGY-AM and WRBG (TV) Schenectady, with honorable mentions going to WHWB Rutland, Vt., and WVPO Stroudsburg, Pa.

Contest judges in the radio-TV division were: Frank White, NBC president; Robert E. Kintner, ABC president; Thomas F. O'Neil, Mutual board chairman and president, and Lawrence W. Lowman, CBS Inc. vice president.

IN PUBLIC SERVICE

Cancer Control Campaign Waged by Radio-TV Industry

Broadcast media carry the most vigorous schedule of programs and spots in American Cancer Society.

MESSAGES on cancer control are pouring into U. S. homes this month with the aid of the radio-TV industry. The broadcast media are carrying the most vigorous schedule of programs and spots in American Cancer Society for Cancer Control Month, according to Walter King, ACS radio and TV director.

"The networks, individual stations, agencies, stars, writers and all the other people who are involved in the presentation of entertainment by air have responded with enthusiasm," he said. They will both spread the ACS message that cancer can be cured, if detected early and treated promptly, and help in the campaign to raise $18 million for continued research and education in the fight against the nation's number one disease menace.

More than 75 of the top network programs alone already are pledged to participate in this year's drive, Mr. King reported. The list includes such top programs as *Godfrey & His Friends*, Milton Berle, Edward R. Murrow, Ozzie & Harriet, *Mr. Peepers*, Bing Crosby and the like. In addition, many popular artists have recorded programs and announcements for individual station use.

* * *

Union Station Music Series

WHK Cleveland and Local 4 of the American Federation of Musicians are cooperating in a series of four half-hour live musical broadcasts benefiting such fund-raising groups as the National Society for Crippled Children and Adults, American Cancer Society and Red Cross. AFM is paying performers' salaries from its Music Performance Trust Fund, a sum allocated to each locality by the international after collection of royalties from recording companies. If the series is successful, a fall schedule will be planned by Kenneth Hackathorn, manager of WHK, and Lee Repp, president of Local 4.

* * *

WMBH's Political Observer

INNOVATION in public service is the free offer of WMBH-AM-FM Joplin, Mo., to local schools, churches, colleges and civic groups. Stations have retained a trained political observer with a Ph. D. in political science to visit local groups and discuss generally the field of international relations. He speaks on any topic selected by the persons he is to visit, and has thus far made more than 30 appearances.

* * *

Knoxville Leader on WROL

CAS WALKER, former mayor and now city councilman at Knoxville, Tenn., was on the air for eight hours on "Heart Fund Day" at WROL to broadcast a marathon appeal for contributions. Without help from any other source, the station collected $2,600 from donations pledged in 700 incoming telephone calls. Mr. Walker appears regularly on the station's *Dinnerbell* program, and has been an entertainer there nearly 20 years.

* * *

WHIL Helps WERS (FM)

A COMMERCIAL broadcast station has come to the aid of a non-commercial FM outlet, which is trying to raise public funds to help it continue operating in the Boston area with a power increase. WHIL, a daytime operation in nearby Medford, has broadcast appeals for $6,000, the amount needed by WERS (FM) Boston to increase its power to 18 kw. WERS is owned and operated by Emerson College. Arrangement was made by Sherwood J. Tarlow, president, WHIL, and Charles W. Dudley, chairman of the Broadcasting Div. of Emerson and manager of WERS.

* * *

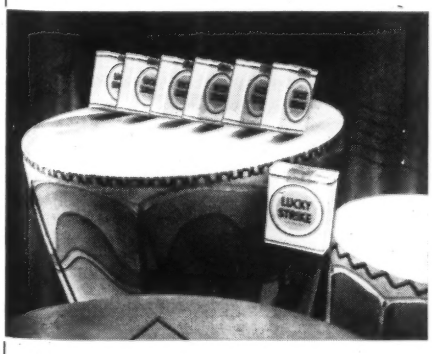
WTAM-WNBK (TV) 14-Hour Show

WTAM and WNBK (TV) Cleveland's fund drive, believed to be the largest pledge ever made in that city for such an affair, reached nearly $100,000 after its 14-hour run recently on behalf of the Muscular Dystrophy Assns. Some of the top entertainers taking part were Walter O'Keefe, Cisco Kid and Pancho, Betty Clooney, DeMarco Sisters, Jack Mann and others. Tom Arend was director-producer. Brook Taylor was staff supervisor for the NBC stations.

* * *

'Operation Hitchhike'

WHEN a city bus strike brought transportation almost to a standstill last week in Akron, WCUE that city went on the air with messages from people offering to carry persons wishing transportation to work, shopping areas and churches. As part of the station's "Operation Hitchhike," WCUE disc jockeys operated spe-



Sheer magic in stop motion . . . To the bounce of the conga beat in the theme song, "Luckies Taste Better", a line of Lucky packages dances from one conga drum to another. Cigarettes hop out to form letters L.S.M.F.T.; and the tobacco from a cigarette stands alone in Lucky's "tear the paper" test, then falls into a heap of "fine tobacco". The latest of many ingenious stop-motion commercials produced by Sarra for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

cial shuttle buses to take Akronites to work. WCUE cancelled commercial time portions to air the messages and a one-hour news program on the strike situation.

* * *

KDYL-TV Heart Effort

FIFTY staff members at KDYL-TV Salt Lake City raised more than $4,200 for the Utah Heart Assn. fund drive during a mid and late evening telethon. Viewers, in exchange for pledges, could ask for special entertainment acts and features, all coordinated by Eugene Jelesnik, KDYL-TV music director. M.C.s were Allan Frank and Bob Welti.

* * *

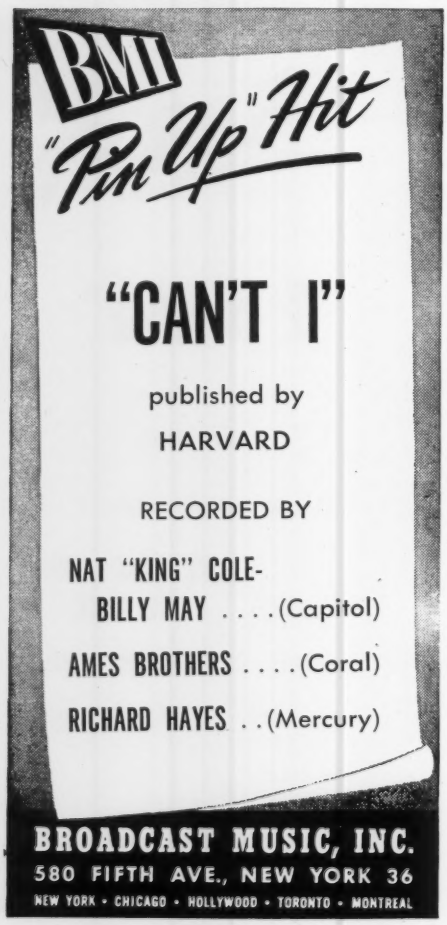
NARFD Collects Funds

NATIONAL Assn. of Radio Farm Directors collected more than $7,000 for Dutch flood victims in the first two weeks of its drive for funds, Harvey Dinkins, WSJS Winston-Salem, N. C., and chairman of the project, has reported. Most of this money, he said, came from listeners in central western agricultural areas. The fund will be administered by the Christian Rural Overseas Program (CROP).

* * *

KLOU Blood Drive Aid

KLOU Lake Charles, La., was praised by Brig. Gen. Raymond L. Winn of the 806th Air Div. at nearby Lake Charles Air Force Base for the station's part in collection of 623 pints of blood, described as a local and regional record in a Defense for Blood program. Red Cross officials also commended the station for its on-the-spot interviews of blood donors, which were aired later in the day.


BMI
"Pin Up" Hit
"CAN'T I"
published by
HARVARD
RECORDED BY
NAT "KING" COLE-
BILLY MAY . . . . (Capitol)
AMES BROTHERS . . . . (Coral)
RICHARD HAYES . . (Mercury)
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

MORE THAN 65,000 viewers of *Freedom Rings*, CBS-TV daytime feature sponsored by Westinghouse, reportedly requested "clue sheet" entry blanks during the first two weeks of a telephone contest. Comparing results are, (l to r), J. Gilbert Baird, sales promotion manager for the Mansfield, Ohio, Div., Westinghouse Electric Corp.; John Beal, star of the Tuesday-Thursday 2-2:30 p.m. EST show, and Arthur E. Duran, director of television, Fuller & Smith & Ross.

* * *

WSFC Is Cited

ONLY station to be cited within a five-state area by the Water Safety Congress of the Tennessee and Cumberland valleys was WSFC Somerset, Ky., which received a plaque for "outstanding contributions to preventive measures in water safety." Station manager Mike Layman was the first commander of a Coast Guard flotilla organized in connection with the station's campaign.

* * *

Red Cross AM Workshop

FORMATION of a radio workshop for the New York Chapter, American Red Cross, has been undertaken by WCBS New York. Technical advice as well as preparation in microphone technique will be offered by the station under supervision of D. Gordon Graham, WCBS director of public affairs, in association with Ruth M. Shafer, local Red Cross director of radio and television, and Mrs. E. Roland Harriman, chairman of volunteers.

* * *

WHBC's 3,400 Spots

WHBC Canton, Ohio, has reported to its civic advisory committee that during 1952 the station broadcast more than 3,400 announcements on behalf of community projects, among them, the March of Dimes, Red Cross and United Youth Appeal.

* * *

WIRE Aids Hospital Fund

WIRE Indianapolis achieved 113% of its quota, or $1,700 in pledges, in its fund-raising drive for the city's Hospital Development Assn. campaign, according to E. Berry Smith, station account executive and drive chairman. WIRE employes assisting were announcer Frank Vare and technician Frank Lee.

* * *

WFIL Aids Civil Defense

CIVIL DEFENSE manual is being distributed to residents of the greater Philadelphia and Delaware Valley areas by WFIL-AM-TV Philadelphia. Brochure speaks of the role radio and television stations would play in an emergency. Stations also will make the booklets available to small companies and industries in the Philadelphia area for distribution.

* * *

Donates Time to Red Cross

WFIN Findlay, Ohio, for the third year, donated a half-hour of radio time for a workers' "Meeting of the Air," opening the Hancock County Red Cross fund campaign. On the program, city, county and ward chairmen gave instructions to 800 city and county workers.

FIRST Sportsmanship Award to be given by KMBC Kansas City-KFRM Concordia, Kan. on *Morning Sports Page* goes to Paul M. Fogel, (l), local civic leader and businessman, in ceremonies attended by (l to r), Arthur B. Church, president-founder, Midland Broadcasting Co.; Sam Molen, stations sports director who conducts the six-a-week show, and Ken Gillespie, general manager, Jenkins Music Co., co-sponsor of the sports feature with Union Pacific Railroad. Contest, sponsored by Jenkins for its portion of the show, each week commends person who uses the sportsman attitude in his activities.

RADIO NEWSREEL

AFTER Tobin Pkg. Co., Albany Div., took sponsorship of 156 Schenectady Blue Jays' Eastern League baseball games on WPTR Albany, Wilson C. Codling, Tobin pres. (l) and Howard Maschmeier, WPTR mgr., posed wearing meat packers' garb and holding baseball equipment.

SPONSORSHIP of Houston Buffaloes baseball schedule on KTHT Houston by August A. Busch & Co. of Texas is signed by (seated) Jules Daniels, Busch pres., and standing (l to r), Al Petitta, Busch v.p., and Bill Bennett, KTHT gen. mgr.

WAGC Chattanooga agrees to air out-of-town games of the Chattanooga Baseball Club as part of the Lookout Network. Seated (l to r), WAGC mgr. Van Campbell and sportscaster Gus Chamberlain; standing, WAGC partners Humphrey B. Heywood, Buddy Martin and Gordon Gambill. R. T. Russell, fourth partner, is not shown

ENTIRE 1953 radio rights for the Greensboro (N.C.) Patriots are bought by WBIG Greensboro. Signing are WBIG gen. mgr. Allen E. Wannamaker (l) and Judge E. Earle Rives, Patriots pres.

Partial Agenda Is Set For National TV Seminar

PARTIAL agenda for the first National Television News Seminar under co-sponsorship of the Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism April 28-May 2 has been announced.

Latest methods and techniques of TV news, emphasizing low-budget operation, will dominate the five-day sessions at the Orrington Hotel, Evanston, Ill.

News directors and station managers from 16 states had registered for the seminar as of March 1. Seminar officials have noted a conflict with the annual NARTB convention in Los Angeles, but hope for a heavy registration.

How stations can operate an adequate news service in face of "prohibitive costs" will be explained at the sessions. Four special night meetings also will be held, with behind-the-scenes instruction at WNBQ (TV), WGN-TV and WBKB (TV) Chicago. Among scheduled speakers are William Ray, NBC central division news chief; Spencer Allen, WGN-TV news director, and Con O'Dea, ABC-TV news director.

The Bell Telephone System's audio-video transmission facilities also will be explained to broadcasters. Others taking part will be A. C. Nielsen Co., Teleprompter National Sales Corp. and these major news associations: United Press Movietone TV News, INS TeleNews Productions, AP and NBC Newsreel.

◀ For complete roundup of baseball contract signings see "Advertisers & Agencies" section.

News Executives To Be Interviewed by ABC-TV

A GROUP of nine news executives from smaller U. S. cities, just returned from a visit to Russia and other European countries, will be interviewed on ABC radio and ABC-TV Thursday (8-8:30 p.m.), within a few hours of their arrival back in this country.

Network spokesmen said that on the program, *Moscow—A Special Report*, the group, said to be the first of its type to visit Russia since 1946, would be interviewed by representatives of daily newspapers, wire services, consumer magazines and the like.

Inquiries on News Agency

INQUIRIES about a Washington news agency titled Columbia Press Service have been received by NARTB. The agency operates what its executive editor, Prescott Dennett, terms an "independent non-retainer service" supplying local-angle news to radio stations.

According to station information, the service makes collect long-distance telephone calls about local-angle items in the nation's capital, including Korean casualty news made available well in advance of publication by the Pentagon. Stations accepting collect calls and receiving news are billed for this service.

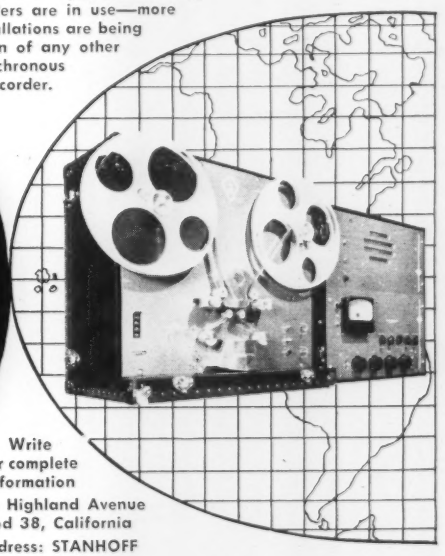
KWIK's News Story Record

AP Radio reported last week that KWIK Pocatello, Ida. led all AP radio members by supplying 816 stories for the AP report in 1952.

IN NEW YORK

More Stancil-Hoffman S-5 Synchronous Magnetic Film Recorders are in use—more new S-5 installations are being made, than of any other synchronous recorder.

Television and Motion Picture producers the world over agree that for quality, price and versatility their choice is the Stancil-Hoffman S-5.



Write for complete information
921 North Highland Avenue
Hollywood 38, California
Cable Address: STANHOFF

STANCIL-HOFFMAN

Complete Recording Systems from Microphone To Release Print

H. J. Geist & Assoc.
60 E. 42nd Street
New York 17, N.Y.

S. W. Caldwell, Ltd.
150 Simcoe Street
Toronto 1, Canada

W. Cozzens
220 Kedzie St.
Evanston, Ill.

S.O.S. Recording
1545 N. Beretania
Honolulu, Hawaii

(For later NEW BUSINESS *news, see* ADVERTISERS & AGENCY *section)*

Network

The Nestle Co., N. Y. (Nescafe instant coffee), signs as participating sponsor of *Jackie Gleason Show* on CBS-TV, Sat., 8-9 p.m. effective May 16. Agency: Sherman & Marquette, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renewed *Stuart Craig Show* on 46 Columbia Pacific Radio Network Mountain and Ariz. stations, Sat., 7:45-8 a.m. PST, for 52 weeks from April 4. Agency: Dean Simmons Adv., L. A.

Bristol-Myers Co., N. Y., extended expiration date of *Hollywood Barn Dance* on 19 Columbia Pacific Radio Network stations to June 28, Sun., 3:30-4 p. m. PST. Agency: Young & Rubicam Inc., N. Y.

California Packing Corp., S. F. (Del Monte products), renews *CBS Radio Newsroom, Sunday Desk* on 19 Columbia Pacific Radio Network stations, Sun., 5:30-6 p.m. PST, for 52 weeks from May 3. Agency: McCann-Erickson Inc., S. F.

Toni Co., Chicago, buys Tues., Thurs. and Fri. segment of *Friend in Need*, heard Mon. through Fri., 10:30 a.m.-1 p.m. on ABC radio. Toni has 10:30-45 a.m. period effective March 24. Agency: Leo Burnett Co.

American Chicle Co., N. Y., renews co-sponsorship (with Procter & Gamble) of *Rocky King, Detective* over DuMont TV Network, Sun., 9-9:30 p.m. EST, for 52 weeks, effective yesterday. Agency: Dancer-Fitzgerald-Sample, N. Y.

NOW!

lower distortion

with SOUNDCRAFT PROFESSIONAL RECORDING TAPE

it's micro-polished*

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**. . . polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*

REEVES SOUNDCRAFT CORP.
Department N,
10 East 52nd Street
New York 22, N. Y.

*PAT. APPLIED FOR

TV PACKAGE of 12 weekly news shows on WTOP-TV Washington under sponsorship of Emerson Radio of Washington, D. C., appliance firm, brought together (l to r): Robert M. Gamble Jr. of advertising firm of that name; Drew Pearson, commentator for *Staff Conference*, 6:45-7 p.m. Sat.; Sandy O'Crotty, star of *Women and the News*, 9:55-10 a.m. Mon. through Fri.; Herman E. Goodman, president, Emerson Radio, and Claude Mahoney, personality of *8 a.m. Edition of CBS Television News*, 8-8:10 a.m. Mon. through Sat.

Boyle-Midway Inc., N. Y. (Autobrite), renewing sponsorship of *Sports Showcase* over DuMont TV Network, Sat., 11:05-11:20 p.m. EST, for 52 weeks, effective last Saturday. Agency: Geyer Adv., N. Y.

Hudson Dealers Assn. of Pacific Coast, S. F., started *Edward R. Murrow News* on 23 Columbia Pacific Radio Network stations, Mon., Wed., Fri., 5-5:15 p.m. PST, for 52 weeks, from March 20. Agency: Brooke, Smith, French & Dorrance Inc., S. F.

Nash-Kelvinator Corp., Detroit, signs for Wed. segment of *Break the Bank* on NBC-TV effective March 30 (Mon.-Fri., 3-3:30 p.m. EST). Program was first heard as radio series in July 1946, becoming a simulcast in October 1938.

The Gillette Co. of Canada Ltd., Montreal (Toni products), has started for 39 weeks, March 22-Dec. 13, *The Tylers*, new Canadian program on 28 Dominion network stations, Sun. 7-7:30 p.m., and CBS program *Fun for All*, March 28-Dec. 26, on 32 Dominion network stations, Sat. 1-1:30 p.m. Agency: Spitzer & Mills Ltd., Toronto.

Agency Appointments

Holiday Frosted Food Co. appoints Weightman Inc., Phila. Radio-TV will be used.

Agalite Bronson Co., Oakland, Calif. (glass shower doors), appoints Ad Fried & Assoc., Oakland. Radio-TV is being considered.

Fairchild Recording Equipment Corp., Whitestone, L. I., appoints Buchanan & Co., N. Y.

Frank Fehr Brewing Co. appoints Mitchell WerBell Adv., Louisville. Account executive is **J. Mac Wynn.**

Westwood Knitting Mills Inc. (sportswear) and **Edward Hyman Co.** (uniforms), both L. A., appoint Abbott Kimball Co., that city.

J. Ossola Co., N. Y. (Torino food products), appoints Paris & Peart Adv., same city.

Swift & Co., Chicago, appoints McCann-Erick-

TIME FOR TEA came when representatives of WTIC Hartford called on Salada Tea Co. in Boston. L to r: Irwin Cowper, WTIC assistant sales manager; John W. Colpitts, Salada advertising manager; Bob Reardon (at rear), Boston manager, Weed & Co., WTIC representatives; Edgar B. Pinto, Salada vice president and general manager; Jean Colbert, personality of WTIC's *Radio Bazaar* program, and Herbert C. Claridge, Salada assistant vice president.

FACTS about WTAG Worcester are given close attention as station officials and members of its new representative firm, Henry I. Christal Co., sit down for a day-long study of facilities, data, and market. Seated are (l) Mr. Christal and James Thompson, manager of the Chicago office. Standing (l to r): Herbert L. Krueger, vice president and station manager; Irvin Gross, Christal Co., New York; Robert J. Brown, WTAG commercial manager, and Albert Young of the representative firm's New York office.

son, same city, for ice cream advertising, effective July 1.

Statler Hotel Merchants Assn., L. A. (group of 30 shops), appoints Stodel Adv. Co., that city. **Mort Goodman** is account executive. Radio-TV will be used.

Wagner Iron Works, Milwaukee, appoints Mathisson & Assoc., same city.

J. Colonna Bros., North Bergen, N. J., appoints Paris & Peart Adv., N. Y. Account executive is **Donald C. Porteous.**

Waring Insect Control Co., Oakland (insect control unit), appoints Jewell Adv. Agency, that city.

Ben Hur Products Inc., L. A. (spices, coffee), appoints Warwick & Legler Inc., that city. **C. E. Staudinger** is account executive.

Home Builders Assoc. of Metropolitan Washington appoints Kal, Ehrlich & Merrick, Washington, D. C., for its Home Show. All media will be used.

McCutcheon Distributing Co., Pittsburgh, Pa., appoints Advertising Syndicate of America, same city. Radio-TV will be used.

Loamium Co. of America, N. Y. (grass growth control products), appoints Kastor, Farrell, Chesley & Clifford, N. Y.

Sharp & Dohme Inc., N. Y., appoints Doherty, Clifford, Steers & Shenfield, that city.

Pacific Mercury TV, L. A. (TV sets), appoints H. M. Gardner & Assoc., that city. **H. M. Gardner** is account executive. TV will be used.

United Battery Co., L. A. (Thermoloy battery), appoints M. B. Scott & Assoc., Hollywood. **Don Otis** is account executive. Radio spot announcement campaign is scheduled.

Price Stores Inc., N. Y. (vacuum cleaners), names William Warren, Jackson & Delaney, N. Y. Immediate plans call for TV spots on four New York City stations.

The gist of your story at the buyer's elbow

SERVICE-ADS in SRDS help sell time by reminding people—at the time they're picking stations—of the things they have heard from your representatives and seen in your promotion.

Here's how *William Fay*, vice president of **WHAM** Rochester, New York, feels about **service-ads** in SRDS—

"We know from more than 30 years in broadcasting that STANDARD RATE & DATA is a basic working tool of time-buyers. We, therefore, consider it a basic must on our trade-paper advertising list, both in radio and in TV. It's a logical and relatively inexpensive medium in which to present basic information that supplements data available in the listings."

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then*.
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Agency people tell us they like to find program information like this when they are using SRDS

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Mitchell Succeeds Ingles As RCA Communications Head

THOMPSON H. MITCHELL, executive vice president of RCA Communications Inc., last week was elevated to the presidency to succeed H. C. Ingles, who is retiring at the age of 65.

Mr. Mitchell

His election was announced by Brig. Gen. David Sarnoff, RCA board chairman, coincident with Mr. Ingles' retirement last Wednesday after six years as president.

Mr. Mitchell, executive vice president of RCA Communications since 1944, entered the communications field in 1927, worked for two years in the company's Pacific Sales Div. and Engineering Dept., and in 1929 was made district manager for the Radiomarine Corp. of America in Los Angeles. He was transferred to Honolulu as Hawaiian General Superintendent of RCA Communications in 1930, returning to the U. S. in 1935 to become manager of the Southern California district offices.

In 1942 he entered the army, assigned to the Office of the Chief Signal Officer, starting as a major and rising to colonel, a rank he now holds in the Army Reserve. After his wartime service, for which he won the Legion of Merit, he returned to RCA Communications in 1944 as general manager and was named executive vice president shortly thereafter. He is a 1925 graduate of the U. S. Naval Academy.

Mr. Ingles joined RCA Communications after his retirement in 1947 as a major general and chief signal officer, U. S. Army. A 1914 graduate of the U. S. Military Academy, he served 33 years as an army officer, rising to chief signal officer in 1943 after service as chief of staff, Caribbean theatre, and deputy commander, European theatre.

He holds the Distinguished Service Medal with Oak Leaf Cluster, as well as decorations from several foreign countries.

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919 MYCALEX THE INSULATOR ®

MYCALEX TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products

CLIFTON, NEW JERSEY

Plamondon to Fight Ouster From Indiana Steel

A. D. PLAMONDON Jr., president and board chairman of RTMA, has challenged action taken by the directors of Indiana Steel Products Co. to remove him as president.

The directors had voted, 3-2, to relieve him of these duties and transferred them to his nephew, Robert F. Smith, with the office of the president to remain temporarily vacant. Mr. Plamondon issued a statement, saying:

"I do not recognize the removal proceedings. The action does not become effective until another stockholders meeting is held April 23." He charged that he had been "railroaded" and would recognize only a vote by shareholders or another "legal" act.

Request for an emergency order to prevent the ouster of Mr. Plamondon was denied by the U. S. Circuit Court of Appeals in Chicago last Monday.

The action in effect upheld denial a fortnight before by Judge Luther M. Swygert of the Northern Indiana Federal District Court of a petition by George A. Shwab Jr., a stockholder, for an injunction to prevent three of the firm's directors from firing Mr. Plamondon. Mr. Shwab appealed to the higher court after the denial.

Judge Swygert had ruled a majority of the company's board could change bylaws and thus make possible Mr. Plamondon's discharge, and said he saw no evidence a group headed by P. R. Doelz, board chairman, was "motivated by any fraudulent purpose or solely for self-interest."

Mr. Plamondon, only operating company officer who also is a director, denied charges he mismanaged company operation. Judge Swygert took no position on the charges.

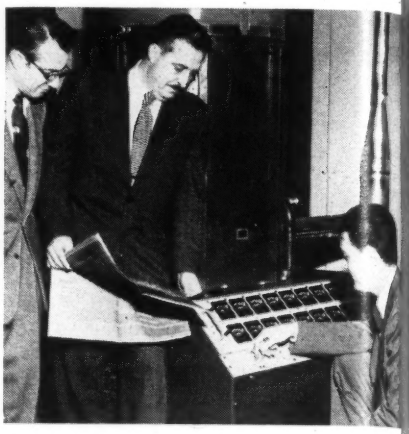
Coin-Operated TV Test

BETWEEN 300 and 500 coin box-equipped receiver sets of various manufacturers will be used in the Palm Springs, Calif., area to determine public acceptance of the International Telemeter Corp. experimental subscription TV scheduled to start this month with settlement of the local electric power strike, now in its eighth week.

Although Carl Leserman, executive vice president of ITC, 51% owned Paramount Pictures company, would not name the major movie studios supplying the product for the test, he said, "There have been no turn-downs."

Raytheon Reports Earnings

RAYTHEON Mfg. Co., Waltham, Mass., reports net earnings of $4,130,000 on sales of $51,240,000 for the quarter ended Feb. 28, the third quarter of its fiscal year, as compared with net earnings of $1,148,000 on sales of $28,698,000 for the same period of 1952.



CHECKING one of the two new RCA amplifiers for KRON-TV San Francisco's boost in effective radiated power to 100 kw are (l to r) Lee Berryhill, chief engineer; Harold P. Se station manager, and Bill Sadler, technicia

Stop Watch In Reverse

A STOP WATCH which will tell a produce how many minutes are left in a show, rath than how many minutes have been done, ha been invented by Lorne Green, a freelanc announcer and commentator of Toronto. Th watch is set for the total time of the productio and ticks off the seconds and minutes, so that a all times it is possible to see at once how muc time is left in the show, production or an nouncement. The watch stops when th elapsed time has passed. The watch, whic will be known as the "RTV Timer," is bein produced for Mr. Green in Switzerland, an first watches are to be in Canada and th U. S. by mid-April. They will sell for abou $50.

DuMont Earnings Tabulated In Stockholders' Statement

ALLEN B. DUMONT, president, Alfen B DuMont Labs., received $98,664.17 from th company for his services during 1952, accordi ing to a proxy statement sent out last week notifying stockholders that the annual meetin will be held May 4, at 11 a.m. EDT, at th DuMont office in Clifton, N. J. Thomas T Goldsmith Jr., director of research, received $25,192.36 last year. No other DuMont officer was paid more than $25,000 during the year.

Class A stockholders, the notice said, will elect five persons to the board of directors and in addition, the president and vice president all for one-year terms. Proxies are solicited to be voted for Dr. DuMont, Bruce T. DuMont Dr. Goldsmith, Stanley F. Patten, and Percy M Stewart as directors and for Dr. DuMont as president and Mr. Patten as vice president, posi tions they now hold.

Three directors and the secretary, treasurer and assistant treasurer are elected by Paramount Pictures Corp., holder of all the DuMont Class B stock.

KLAC 3-D TV Experiments

KLAC-TV Hollywood is spending $50,000 for tower construction and further experiments in bringing three-dimension to television, according to Don Fedderson, executive vice president and general manager. In addition to experiments on the station's patented "Cinemascope" process which, made via closed circuit, is for kinescopes with special lighting to give appearance of 3-D motion pictures, talks are being conducted with Natural Vision Corp. executives. Natural Vision claims perfection of a TV set attachment which makes 3-D TV possible.

Elsewhere in Manufacturing

British Industries Corp., N. Y., announces production of new three-way crossover network, Model HS/CR/3, designed for three-speaker sound system.

Tube Dept., General Electric Co., Syracuse, N. Y., announces production of new 250 w power tetrode designed for use as driver tube in uhf TV transmission. Unit is termed Type GL-6283.

Raytheon Television & Radio Corp. transfers sales executive, advertising and sales promotion departments to Room 1416 of Merchandise Mart, Chicago. Telephone is Whitehall 4-3158.

General Electric's Tube Dept. announces development of internal magnetic focus gun, which eliminates external focus coil and ion trap magnet on TV picture tubes.

Industrial Devices Inc., Edgewater, N. J. announces production of nylon-insulated test clips, which provide positive clip connection to all standard phone-tip test prods.

Ward Products Corp., Cleveland, Ohio, announces production of new Diplexer making possible only one lead-in for separate uhf and vhf antennas. Unit is designated Model DX-1.

Polarad Electronics Corp., Brooklyn, N. Y., announces production of Model PT-110, regulated D.C. power unit designed to meet needs of TV equipment and other apparatus.

Shallcross Mfg. Co., Collingdale, Pa., announces production of new "G" type precision resistors utilizing heat-resistant properties of fiberglass insulated wire to increase wattage ratings 5 to 10 times over those of commercial precision wirewounds of same dimensions. Unit is termed Type G-196E.

Television Transmitter Div., Allen B. DuMont Labs., Clifton, N. J., announces production of new two-bay, 24 wave length sections, slot-type uhf transmitting antenna termed Type 5327-A.

Radio Tube Div., Sylvania Electric Products Inc., Emporium, Pa., announces production of miniature cathode type high voltage wave rectifier Type 6V3.

Advertisement

From where I sit
by Joe Marsh

Case of the Missing Manholes

Remember what a washboard Maple Avenue was and how last fall our Street Department did such a good job in resurfacing it?

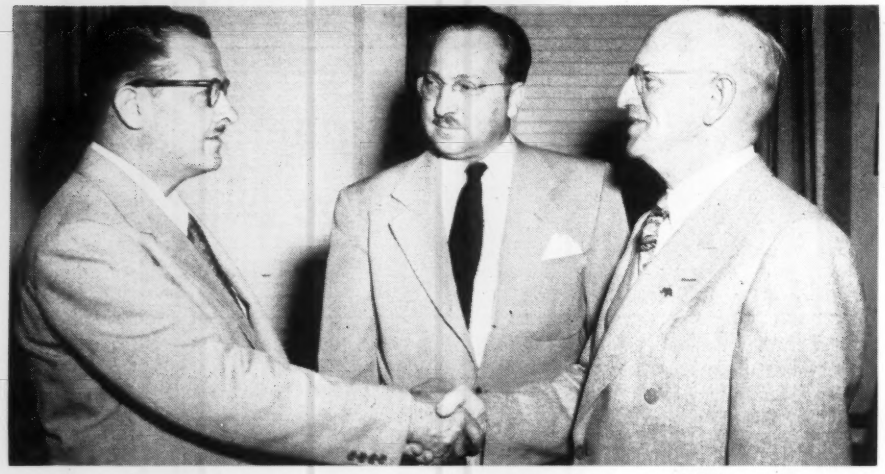
Well, yesterday, Maple Avenue again was the scene of a lot of activity. The whole town turned out to see the boys go up and down the street with a mine detector they borrowed from the National Guard.

Why a *mine detector?* Very simple. The Street Dept. had gone ahead and resurfaced Maple Avenue so smoothly, so thoroughly, that they covered up 4 of the manholes! (Only two still missing as of this a.m.)

From where I sit, there's always a danger of overdoing a "good thing." Take those well-intentioned people who insist their way of looking at things is the only way. Whether it's a choice of a breed of hog, say, a Hampshire or a Poland China, or a choice of a beverage, say, beer or buttermilk, I'll listen to all the arguments, but I still want a "smooth road" in making up my own mind!

Joe Marsh

Copyright, 1953, United States Brewers Foundation



MUTUAL congratulations are exchanged by (l to r) William S. Stanley, president of Remillard-Dandini Co. (clay brick manufacturers); Floyd Farr, vice-president and general manager KEEN San Jose, Calif., and Eugene K. Sturgis, secretary of Remillard-Dandini, on consumer response to the brick firm's nightly *Memories in Music*, now in its fifth year.

► FAMILY WEEK programs offered by The Upper Room Radio Parish next month (May 3-10) will mark the eighth year the Methodist Church-supported organization has offered public service programs for this period. The Upper Room produces transcriptions for special occasions. The programs are on an interdenominational basis, and are broadcast by stations all over the U.S.

► WGY Schenectady's 31st anniversary celebration was marked by a contest in which 31 contestants received prize baskets containing food and drug products advertised over the station for explaining why they liked their favorite programs. Contests, titled "I 'N T" and conducted by staff announcers Howard Tupper and Tony Carvell, drew entries from over 249 communities within WGY's coverage area, station reported. Products of both spot and network advertisers were included in prize baskets, totalling 55 drug and toilet articles and 33 food items.

► WOW Omaha marked its 30th year on the air last Monday. Owned by Meredith Publishing Co. and headed by Frank P. Fogarty, WOW claims many firsts, among them: First station to establish contact with an airplane in flight (in 1924) and first to establish a permanent remote control system for more than 50 miles. On 590 kc with 50 kw, WOW employs a staff of 122.

► PAUL E. LUCAS, WTIC Hartford's assistant program manager, observed his 25th year with the station last Thursday. He joined WTIC as an announcer, serving subsequently as chief announcer, producer and production manager, and in 1946 assumed his present post. Mr. Lucas is an author, actor and producer of radio serials and dramatic productions, some of which have appeared nationally on network radio.

► SPONSORS, listeners and show business personalities sent gifts and congratulatory wires to Clint Buehlman, Buffalo's 21-year "wakeup man," as he marked his 10th year at WBEN last Monday. Mr. Buehlman broadcasts information on time, weather, road conditions, school closing and musical favorites daily at 6:10 a.m.

DALY FORD CO.'s fifth year of advertising on WCAU-TV Philadelphia was celebrated at a luncheon attended by (l to r): Martin Goldman, executive vice president, Aitken-Kynett, Daly agency; Merlin Janes, John F. Daly Co.; Donald W. Thornburgh, WCAU-AM-FM-TV president-general manager; William Brazer, Daly and Paul Phillips, Aitken-Kynett radio-TV director. Daly sponsors *News and Sports with Jack Whitaker*, 11-11:15 p.m. Sunday.

► TOM CARNEGIE, sports editor, WIRE Indianapolis, has marked his eighth year at the station. Retiring president of the Indianapolis Mercator Club, he has been named to its board of directors.

► WDZ DECATUR, Ill., sent cakes to local advertisers March 17 with an invitation for them to join the station in celebrating its 32d birthday. Oldest in years of service with WDZ is Chief Engineer Gordon Holden. He has been with the station 12 years.

► HAL SIMONDS is celebrating his 31st year with WFIL Philadelphia. Mr. Simonds, local radio sales manager, began with the WFIL forerunner, WFI, in 1922. Some other WFIL

CENTENNIAL BROADCAST tape used by KMOX St. Louis in airing a special program in honor of Washington U.'s 100th anniversary is admired by Gene Wilkey (r), general manager of KMOX, and Dr. Arthur H. Compton, university chancellor.

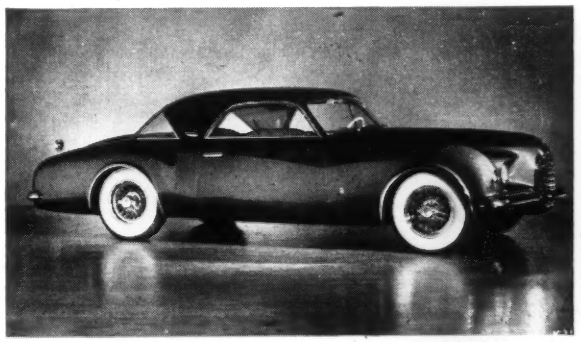
GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 3 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

New Convertible features 335 h.p. V-8 engine, a removable top, adjustable steering wheel, and built-in hydraulic jacks.

Streamlined hard-top has doors that curve up into roof, making it easier to enter and leave. Note how bumper circles car completely.



American-designed, this new model was hand-crafted in Italy. Chrome-plated wire wheels add style, help cool brakes and tires.

How'd you like to drive one of these?

Auto-makers test experimental models today before putting their insignia on your car of tomorrow!

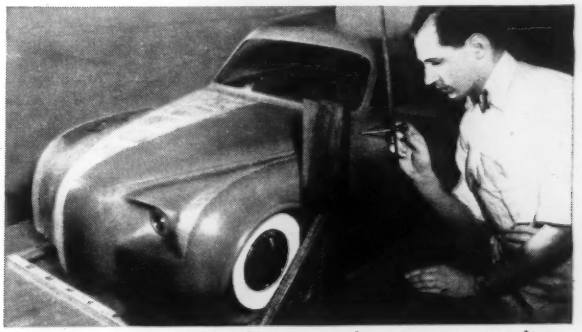
Sooner than you think, the car you drive may have the sleek look of tomorrow you see here!

To speed the day, auto-makers build dozens of experimental cars. They test, measure, add improvements.

And when tomorrow's production model rolls off the line, proudly wearing the maker's insignia, it will be handsome, efficient, right for your motoring needs.

Because the automobile manufacturer—like the maker of bobby pins, breakfast food or toasters—knows that if his brand name doesn't satisfy you, some other trademark will! So whenever you shop, name your brand—and better your brand of living!

BRAND NAMES FOUNDATION
INCORPORATED
A Non-Profit Educational Foundation, 37 West 57 St., N.Y. 19, N.Y.



Exact Scale Model enables designers and engineers to coordinate mechanical needs, exterior style and interior comfort.

staff members with long service: Jack Shantz, enginering supervisor, 26 years; Max E. Solomon, television salesman, 21 years; Roger W. Clipp, general manager, 18 years, and L. E. Littlejohn, chief maintenance engineer, 17 years.

TWO MILLION mark in sales at KWK St. Louis is passed by Walter (Bud) Averill (l), account executive, who wins the station's football-theme contest and gets a trophy from V. E. Carmichael, station vice president and commercial manager. Mr. Averill, who joined the sales staff in 1939, reached the $1 million billing mark in August 1948 and the $2 million point in November 1952.

You Get
COMPETENT TOWER ERECTION
When Entrusted to...

ETS
ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846
Competent installation and erection of all types towers and antennas

60 Producers of TV Films Sign Contracts With SAG

MORE than 60 producers of TV film commercials have signed Screen Actors Guild contracts in the four weeks since an agreement was negotiated ending a three month strike of actors in video filmed spots.

John Dales Jr., SAG national executive secretary, in making the announcement, also revealed that nearly a score of national advertising agencies also have signed letters of adherence to the contract.

Among producers signing the contract are American Film Producers, Leonard Anderson, Artist Management Assoc., Baldwin, Bowers & Strachan Inc., Barry & Enright Productions, Franklin Bruck Adv. Corp., Clayton W. Cousens Productions, Thomas Craven Film Corp., Shamus Culhane Productions, Dowd, Redfield & Johnstone Inc., Elliot, Unger & Elliott Inc., Film Creations Inc., Gray-O'Reilly; Lalley & Love Inc., Maxon Inc., Prockter Television Enterprises, Quality Bakers of America, Sarra Inc., Fletcher Smith Studios Inc., Sound Masters, Weintraub & Co., Winev Television Productions, all New York.

Chicago producers are Atlas Film Corp., Chicago Film Studios, Francisco Films, Galbreath Picture Productions Inc., Kling Film Enterprises, Telefilm Productions, Vogue-Wright Studios Inc., Wilding Picture Productions and Sarra Inc.

Los Angeles area firms include Arrow Productions, Bernard of Hollywood Film Productions, Theodore Bliss Productions, Cascade Pictures of Calif., Jack Denove Productions, Dudley Television Corp., Five Star Productions, George Fox Corp., Hurrell Productions, Tom Kelley Productions, Lou Lilly Productions, Mercury International Pictures, New World Productions, J. J. Parker Productions, Ray Patin Productions, Pickwick Pictures, Quality Pictures Co., Roland Reed Enterprises, Roland Reed Productions, Roland Reed TV Productions, Screen Classic Production, Al Simon Productions, Song Ads Inc., Swift-Chaplin Productions, Telefilm Inc., Tempkin-Plummer Associates, TV Ads Inc., TV Spots Inc., Video Pictures Inc., V.I.P. Inc., Norman Wright Productions, Dean Simmons Adv. Agency, Ozzie Glover and Elizabeth Raines, De Frenes Co., Philadelphia, also has signed the contract.

Among agencies agreeing to have filmed commercials for their clients made only by producers who have signed guild contracts are J. Walter Thompson Co., Young & Rubicam, BBDO, Compton Adv., Ruthrauff & Ryan, Biow Co., Ted Bates & Co., William Esty Co., McCann-Erickson, Sullivan, Stauffer, Colwell & Bayles, J. M. Mathes Inc., Cecil & Presbrey, Franklin Bruck Adv. Corp., W. B. Ross & Assoc., Ben Sackheim Inc., Gray Adv. Agency, Al Paul Lefton Co., T. Robley Louttit Inc.

NLRB Election at Don Lee

FILM editors, cutters, their assistants and helpers of General Teleradio Inc.'s Don Lee Div. within 30 days of March 24 will vote for or against local 776 of the Alliance of Theatrical Stage Employes, the National Labor Relations Board has reported.

NLRB Decision Due In CPN-PG Dispute

NLRB'S DECISION on the dispute between Columbia Pacific Network sales promotion and publicity units and Publicists Guild over a petition to de-certify PG is expected early in May. The contested hearing was held March 26 in Los Angeles.

Controversy involves a petition filed March 3 by a member of CPN sales promotion department, requesting de-certification of PG, and that filed the following day by PG asking that sales promotion and publicity departments be certified as one bargaining unit. CPN currently has two contracts with PG covering the two groups as separate bargaining units.

NLRB will decide in favor of PG or will order an election within sales promotion to determine if the group wants to affiliate with Publicists Guild.

Hearings Set Friday For Writers Dispute

WITH the National Labor Relations Board in Washington having ordered further hearing involving Desilu Productions in the Television Writers of America jurisdictional dispute with Screen Writers Guild and the Authors League of America, Norman Greer, regional hearing officer in Los Angeles, has set the re-opened sessions to start next Friday (April 10).

SWG and ALA had contended in their petition to the board that Jess Oppenheimer, TWA vice-president, in addition to being one of that union's founders, organizers and principal officers, was and is a top executive of Desilu Productions with almost complete authority to hire and fire key personnel, including writers.

Because of that policy-making power and financial interest in Desilu, his interest in the TV film company and TWA are "completely incompatible," the petition points out. Under such circumstances, according to the two opposing unions, the Desilu interest would be represented by Mr. Oppenheimer on both sides of the bargaining table.

SWG consequently asked that TWA be denied a place on the ballot in any election held for jurisdiction of writers employed by Desilu.

In re-opening the case, NLRB has made it clear that concentration will be upon activities of Mr. Oppenheimer, not only in the organization and formation of TWA, but in his "solicitation of memberships and authorization cards" for the new union "among the employes of Desilu, and his present and former status as an officer and director of TWA."

Author Schedule New York TV Panel

TELEVISION writers group of the Authors League of America will conduct panel discussions on the general subject "Television Trends—Live and Film" at a meeting in New York April 15.

Open to members of the Authors League and, by invitation, to persons in the TV industry, the meeting will include a discussion on "Business Aspects of Television Trends" and another on "Creative Aspects of Television Trends."

The business panel will consist of Lewis Titterton, vice president and director of radio and TV production of Compton Adv., New York, moderator; Merritt Coleman, CBS-TV director of business affairs; Jerry Leichter, editor of Ross Reports on Television, and Marion Parsonnet, president of Parsonnet Productions.

Exploring creative aspects of TV trends will be Frank Schaffner, director of *Studio One*, moderator; Fred Coe, NBC executive producer of *Television Playhouse;* Don Ettlinger, television writer, and Kendall Foster, vice president and television director of William Esty Co., New York.

Deadline to Pick Spokesmen

STUDIO and transmitter engineers, operations supervisors and the radio transmitter supervisor at KPHO-AM-TV Phoenix, operated by Meredith Engineering Co., have 30 days after March 20 to hold an election on whether they wish Alliance of Theatrical Stage Employes or the Electrical Workers to represent them in collective bargaining. They also may decline either union. Direction of election was by the National Labor Relations Board.

State of California
Radio & Television
1950 Census of Housing

(See story in FACTS & FIGURES)

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	10,586,223	3,286,905	3,189,150	97.0	15.1
Fresno	276,515	78,485	75,020	95.6	0.6
Los Angeles	4,367,911	1,423,955	1,390,820	97.7	27.2
Sacramento	277,140	81,830	79,230	96.8	1.5
San Bernardino	281,642	83,895	80,485	95.9	14.6
San Diego	556,808	166,430	162,370	97.6	10.7
San Francisco-Oakland	2,240,767	694,525	680,830	98.0	7.6
San Jose	290,547	84,740	82,865	97.8	6.9
Stockton	200,750	57,085	54,430	95.3	1.4
URBANIZED AREAS					
Fresno	130,592	39,615	38,455	97.1	0.5
Los Angeles	3,996,946	1,311,555	1,281,800	97.7	27.2
Sacramento	211,777	65,320	63,270	96.9	1.4
San Bernardino	135,770	41,425	39,845	96.2	12.8
San Diego	432,974	130,975	128,455	98.1	10.9
San Francisco-Oakland	2,022,078	637,115	624,975	98.1	7.9
San Jose	176,473	53,250	52,205	98.0	7.2
Stockton	112,834	32,720	31,330	95.8	1.2
URBAN PLACES (10,000 or more)					
Alameda	64,430	19,905	19,695	98.9	9.5
Albany	17,590	5,455	5,410	99.2	8.3
Alhambra	51,359	17,500	17,310	98.9	27.0
Alisal (uninc.)	16,714	4,905	4,750	96.8	1.2
Anaheim	14,556	4,735	4,640	98.0	24.7
Antioch	11,051	3,210	3,140	97.8	1.9
Arcadia	23,066	7,655	7,520	98.2	29.2
Azusa	11,042	3,050	2,925	95.9	34.8
Bakersfield	34,784	10,740	10,580	98.5	0.6
Bell	15,430	5,255	5,200	99.0	37.9
Berkeley	113,805	36,390	35,885	98.6	6.4
Beverly Hills	29,032	10,485	10,390	99.1	27.5
Brawley	11,922	3,055	2,715	88.9	1.5
Burbank	78,577	24,900	24,595	98.8	33.1
Burlingame	19,886	6,635	6,595	99.4	8.5
Chico	12,272	4,080	3,930	96.3	0.7
Chula Vista	15,927	5,125	5,070	98.9	10.9
Colton	14,465	4,150	3,965	95.5	17.3
Compton	47,991	13,985	13,725	98.1	42.5
Corona	10,223	3,060	2,915	95.3	26.1
Coronado	12,700	3,885	3,820	98.3	8.8
Costa Mesa (uninc.)	11,844	3,750	3,650	97.3	33.0
Culver City	19,720	6,210	6,120	98.6	37.4
Daly City	15,191	4,705	4,655	98.9	10.3
East Bakersfield (uninc.)	38,177	10,860	10,005	92.1	2.0
El Centro	12,590	3,535	3,330	94.2	—
El Cerrito	18,011	5,555	5,470	98.5	12.5
Eureka	23,058	7,155	6,980	97.6	0.6
Fresno	91,669	28,325	27,625	97.5	0.5
Fullerton	13,958	4,635	4,565	98.5	26.4
Gardena	14,405	4,285	4,205	98.1	37.9
Glendale	95,702	33,970	33,470	98.5	24.0
Hanford	10,028	2,940	2,745	93.4	0.3
Hawthorne	16,316	4,885	4,815	98.6	39.7
Hayward	14,272	4,370	4,320	98.9	15.2
Hermosa Beach	11,826	4,125	4,070	98.7	25.3
Huntington Park	29,450	11,365	11,075	97.4	25.8
Inglewood	46,185	15,325	15,105	98.6	35.4
La Mesa	10,946	3,715	3,635	97.8	10.7
Lodi	13,798	4,600	4,430	96.3	1.1
Long Beach	250,767	90,110	88,285	98.0	26.5
Los Angeles	1,970,358	658,055	641,495	97.5	23.7
Lynwood	25,823	7,700	7,635	99.2	43.2
Madera	10,497	2,945	2,755	93.5	1.0
Manhattan Beach	17,330	5,680	5,600	98.6	28.6
Maywood	13,292	4,680	4,590	98.1	34.5
Menlo Park	13,587	3,425	3,395	99.1	13.0
Merced	15,278	4,580	4,365	95.3	0.8
Modesto	17,389	6,085	5,910	97.1	1.7
Monrovia	20,186	6,755	6,630	98.1	21.4
Montebello	21,735	6,695	6,590	98.4	40.1
Monterey	16,205	4,910	4,715	96.0	1.9
Monterey Park	20,395	6,650	6,505	97.8	33.4
Napa	13,579	4,570	4,480	98.0	5.6
National City	21,199	6,415	6,270	97.7	9.9
Newport Beach	12,120	4,390	4,340	98.9	27.8
Oakland	384,575	127,325	124,745	98.0	7.8
Oceanside	12,881	4,175	4,025	96.4	11.3
Oildale (uninc.)	16,615	5,260	5,130	97.5	1.2
Ontario	22,872	7,290	7,095	97.3	25.5
Orange	10,027	3,410	3,335	97.8	23.0
Oxnard	21,567	5,780	5,530	95.7	17.3
Palo Alto	25,475	8,380	8,290	98.9	7.7
Pasadena	104,577	35,835	35,185	98.2	19.3
Petaluma	10,315	3,575	3,530	98.7	1.8
Piedmont	10,132	3,065	3,055	99.7	9.9
Pittsburg	12,763	3,770	3,685	97.7	0.9
Pomona	35,405	11,505	11,210	97.4	28.8
Redding	10,256	3,410	3,295	96.6	0.7
Redlands	18,429	5,985	5,730	95.7	15.6
Redondo Beach	25,226	7,825	7,620	97.4	32.1
Redwood City	25,544	7,800	7,695	98.7	9.8
Richmond	99,545	28,180	27,785	98.6	12.0
Riverside	46,764	14,670	14,190	96.7	19.0
Sacramento	137,572	43,035	41,955	97.5	1.5
Salinas	13,917	4,245	4,110	96.8	0.9
San Bernardino	63,058	19,690	19,075	96.9	10.2
San Bruno	12,478	3,760	3,725	99.1	9.7
San Buenaventura	16,534	5,565	5,480	98.5	17.8
San Carlos	14,371	4,240	4,235	99.9	10.3
San Diego	334,387	103,115	101,190	98.1	11.1
San Fernando	12,922	3,820	3,710	97.1	25.5
San Francisco	775,357	251,215	244,795	97.4	6.1
San Gabriel	20,343	6,120	6,015	98.3	33.7
San Jose	95,280	29,515	28,965	98.1	6.9
San Leandro	27,542	8,435	8,325	98.7	11.8
San Luis Obispo	14,180	4,770	4,625	97.0	0.5
San Marino	11,230	3,445	3,435	99.7	33.1
San Mateo	41,782	12,790	12,670	99.1	12.3
San Pablo	14,476	4,205	4,085	97.1	11.8
San Rafael	13,848	4,405	4,350	98.8	6.4
Santa Ana	45,533	14,905	14,635	98.2	26.5
Santa Barbara	44,913	14,980	14,555	97.2	5.4
Santa Clara	11,702	3,250	3,200	98.5	8.5
Santa Cruz	21,970	8,300	7,990	96.3	0.8
Santa Maria	10,440	3,325	3,225	97.0	0.2
Santa Monica	71,595	25,625	25,020	97.4	21.1
Santa Paula	11,049	3,175	3,010	94.8	9.5
Santa Rosa	17,902	6,350	6,250	98.4	3.0
Seaside (uninc.)	10,226	3,015	2,925	97.0	1.3
South Bakersfield (uninc.)	12,120	3,465	3,350	96.7	1.4
South Gate	51,116	16,200	16,005	98.8	41.8
South Pasadena	16,935	6,190	6,110	98.7	19.1
South San Francisco	19,351	5,580	5,495	98.5	8.6
Stockton	70,853	20,515	19,835	96.7	1.3
Torrance	22,241	6,700	6,515	97.2	33.6
Tulare	12,445	3,705	3,565	96.2	1.4
Vallejo	26,038	7,975	7,845	98.4	6.4
Visalia	11,749	3,720	3,665	98.5	0.9
Watsonville	11,572	3,840	3,590	93.5	0.3
Whittier	23,820	8,095	7,995	98.8	25.0
COUNTIES					
Alameda	740,315	235,560	231,380	98.2	8.5
Alpine	241	70	65	92.9	—
Amador	9,151	2,795	2,625	93.9	0.4
Butte	64,930	20,850	19,790	94.9	0.6
Calaveras	9,902	3,220	2,960	91.9	1.2
Colusa	11,651	3,460	3,295	95.2	0.4
Contra Costa	298,984	82,340	80,960	98.3	7.6
Del Norte	8,078	2,455	2,255	91.9	1.2
El Dorado	16,207	5,270	4,945	93.8	1.2
Fresno	276,515	78,485	75,020	95.6	0.6
Glenn	15,448	4,630	4,410	95.2	1.0
Humboldt	69,241	20,910	19,740	94.4	0.4
Imperial	62,975	16,010	14,325	89.5	0.6
Inyo	11,658	3,620	3,280	90.6	0.3
Kern	228,309	64,180	60,110	93.7	2.0
Kings	46,768	12,850	12,020	93.5	0.6
Lake	11,481	3,935	3,700	94.0	1.0
Lassen	18,474	5,465	5,235	95.8	0.2
Los Angeles	4,151,687	1,355,965	1,324,465	97.7	27.2
Madera	36,964	10,135	9,345	92.2	0.5
Marin	85,619	24,915	24,595	98.7	6.3
Mariposa	5,145	1,595	1,465	91.8	0.6
Mendocino	40,854	11,735	10,980	93.6	0.5
Merced	69,780	19,230	18,050	93.9	0.8
Modoc	9,678	2,875	2,640	91.8	0.3
Mono	2,115	695	630	90.6	2.2
Monterey	130,498	36,355	34,825	95.8	1.2
Napa	46,603	12,500	12,125	97.0	4.9
Nevada	19,888	6,490	6,110	94.1	1.0
Orange	216,224	67,990	66,355	97.6	27.0
Placer	41,649	11,940	11,340	95.0	2.2
Plumas	13,519	4,200	3,830	91.2	0.7
Riverside	170,046	51,610	48,610	94.2	14.1
Sacramento	277,140	81,830	79,230	96.8	1.5
San Benito	14,370	4,175	3,915	93.8	0.7
San Bernardino	281,642	83,895	80,485	95.9	14.6
San Diego	555,808	166,430	162,370	97.6	10.7
San Francisco	775,357	251,215	244,795	97.4	6.1
San Joaquin	200,750	57,085	54,430	95.3	1.2
San Luis Obispo	51,417	16,420	15,695	95.6	0.6
San Mateo	235,659	70,275	69,500	98.9	10.9
Santa Barbara	98,220	30,235	29,150	96.4	3.7
Santa Clara	290,547	84,740	82,865	97.8	6.9
Santa Cruz	66,534	23,025	22,115	96.0	0.7
Shasta	36,413	11,185	10,545	94.3	0.6
Sierra	2,410	865	720	83.2	0.6
Siskiyou	30,733	9,685	9,080	93.8	0.3
Solano	104,833	30,220	29,600	97.9	6.7
Sonoma	103,405	32,315	31,390	97.1	3.3
Stanislaus	127,231	37,120	35,570	95.8	1.5
Sutter	26,239	7,750	7,340	94.7	0.8
Tehama	19,276	6,125	5,750	93.9	0.9
Trinity	5,087	1,755	1,565	89.2	—
Tulare	149,264	41,875	39,690	94.6	0.8
Tuolumne	12,584	4,035	3,745	92.8	0.4
Ventura	114,647	31,630	30,480	96.4	14.5
Yolo	40,640	11,765	11,075	94.1	1.0
Yuba	24,420	6,910	6,570	95.1	0.6

State of New Jersey
Radio & Television
1950 Census of Housing

(See story in FACTS & FIGURES)

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	4,835,329	1,357,275	1,334,125	98.3	37.3
Atlantic City	132,399	39,470	38,530	97.6	15.2
New York—Northeastern New Jersey (N. J. portion)	3,356,051	947,535	934,375	98.6	39.7
Trenton	229,781	58,705	57,555	98.0	27.8
URBANIZED AREAS					
Atlantic City	105,083	32,000	31,470	98.3	12.6
Trenton	189,321	48,755	47,935	98.3	28.8
URBAN PLACES (10,000 or more)					
Asbury Park	17,094	4,955	4,830	97.5	28.0
Atlantic City	61,657	18,820	18,495	98.3	7.7
Bayonne	77,203	20,840	20,590	98.8	44.4
Belleville	32,019	8,795	8,690	98.8	50.8
Bergenfield	17,647	5,045	5,010	99.3	46.0
Bloomfield	49,307	14,350	14,240	99.2	43.4
Bridgeton	18,378	5,335	5,150	96.5	33.5
Burlington	12,051	3,135	3,045	97.1	35.6
Camden	124,555	34,375	33,515	97.5	39.0
Carteret	13,030	3,510	3,415	97.3	39.9
Cliffside Park	17,116	5,205	5,175	99.4	42.0
Clifton	64,511	19,085	18,935	99.2	47.4
Collingswood	15,800	4,775	4,755	99.6	39.7
Dover	11,174	3,205	3,160	98.6	41.0
Dumont	13,013	3,690	3,680	99.7	47.4
East Orange	79,340	24,300	24,100	99.2	32.8
East Paterson	15,386	4,355	4,310	99.0	59.2
Elizabeth	112,817	31,020	30,540	98.5	40.4
Englewood	23,145	6,675	6,635	99.4	34.7
Fair Lawn	23,885	7,060	7,025	99.5	54.8
Fort Lee	11,648	3,445	3,400	98.7	43.1
Garfield	27,550	8,040	7,915	98.4	43.2
Gloucester City	14,357	3,875	3,815	98.5	48.8
Hackensack	29,219	8,315	8,225	98.9	40.0
Haddonfield	10,495	3,275	3,235	98.8	39.2
Harrison	13,490	3,630	3,555	97.9	46.4
Hawthorne	14,816	4,600	4,555	99.0	45.6
Hoboken	50,676	14,785	14,555	98.4	33.6
Irvington	59,201	18,175	18,045	99.3	42.3
Jersey City	299,017	83,765	82,665	98.7	37.7
Kearney	39,952	11,110	11,010	99.1	45.1
Linden	30,644	8,225	8,170	99.3	52.9
Lodi	15,392	4,270	4,215	98.7	51.7
Long Branch	23,090	6,615	6,530	98.7	40.7
Madison	10,417	2,760	2,720	98.6	29.8
Millville	16,041	4,985	4,840	97.1	37.4
Montclair	43,927	12,450	12,315	98.9	28.2
Morristown	17,124	4,880	4,820	98.8	34.1
Newark	438,776	120,660	118,025	97.8	35.2

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

Area	Total Population	RADIO Dwellings reporting	With Radio 1950 Number	With Radio 1950 Per Cent	Per Cent TV
New Brunswick	38,811	10,415	10,175	97.7	30.3
North Arlington	15,970	4,610	4,600	99.8	54.4
North Plainfield	12,766	3,670	3,625	98.8	35.4
Nutley	26,992	7,360	7,330	99.6	47.6
Orange	38,037	10,680	10,490	98.2	33.0
Passaic	57,702	17,330	16,815	97.0	37.2
Paterson	139,336	41,945	41,020	97.8	35.9
Perth Amboy	41,330	11,810	11,515	97.5	40.0
Phillipsburg	18,919	5,420	5,345	98.6	13.0
Plainfield	42,366	12,015	11,815	98.3	31.9
Pleasantville	11,938	3,530	3,435	97.3	13.2
Princeton	12,230	2,485	2,465	99.2	20.8
Rahway	21,290	6,050	5,955	98.4	45.7
Red Bank	12,743	3,650	3,610	98.9	32.5
Ridgefield Park	11,993	3,635	3,620	99.6	37.1
Ridgewood	17,481	5,370	5,335	99.3	36.3
Roselle	17,681	5,085	5,055	99.4	41.8
Roselle Park	11,537	3,260	3,220	98.8	45.8
Rutherford	17,411	5,375	5,340	99.3	36.4
Sayreville	10,338	2,690	2,650	98.5	47.0
Somerville	11,571	3,425	3,385	98.8	32.2
South Orange	15,230	4,095	4,080	99.6	44.2
South River	11,308	3,020	2,995	99.2	44.5
Summit	17,929	4,925	4,885	99.2	32.5
Trenton	128,009	31,940	31,295	98.0	24.2
Union City	55,537	17,815	17,525	98.4	34.9
Verona	10,921	2,950	2,930	99.3	36.6
Westfield	21,243	6,030	5,980	99.2	33.9
West New York	37,683	11,860	11,700	98.7	38.8
West Orange	28,605	7,990	7,905	98.9	42.7
Woodbury	10,931	3,375	3,325	98.5	34.9
COUNTIES					
Atlantic	132,399	39,470	38,530	97.6	15.2
Bergen	539,139	155,920	154,630	99.2	43.3
Burlington	135,910	32,505	31,640	97.3	37.5
Camden	300,743	84,200	82,645	98.2	42.7
Cape May	37,131	11,170	10,775	96.5	12.2
Cumberland	88,597	25,355	24,300	95.8	31.7
Essex	905,949	253,610	249,875	98.5	37.3
Gloucester	91,727	25,800	25,000	96.9	38.8
Hudson	647,437	184,830	182,390	98.7	38.8
Hunterdon	42,736	12,435	12,110	97.4	23.2
Mercer	229,781	58,705	57,555	98.0	27.8
Middlesex	264,872	72,485	71,005	98.0	40.7
Monmouth	225,327	62,945	61,760	98.1	37.6
Morris	164,371	43,620	42,930	98.4	38.0
Ocean	56,622	17,235	16,730	97.1	24.1
Passaic	337,093	100,275	98,435	98.2	40.0
Salem	49,508	14,335	13,750	95.9	34.6
Somerset	99,052	26,025	25,535	98.1	31.7
Sussex	34,423	9,815	9,525	97.0	19.8
Union	398,138	110,770	109,575	98.9	43.1
Warren	54,374	15,770	15,430	97.8	14.7

State of Tennessee
Radio & Television
1950 Census of Housing

(See story in FACTS & FIGURES)

Area	Total Population	RADIO Dwellings reporting	With Radio 1950 Number	With Radio 1950 Per Cent	Per Cent TV
The State S.M.A.	3,291,718	864,130	804,540	93.1	2.1
Chattanooga	246,453	68,575	65,095	94.9	0.8
Knoxville	337,105	87,965	84,430	96.0	0.8
Memphis	482,393	132,225	122,500	92.6	9.0
Nashville	321,758	88,285	83,970	95.1	0.7
URBANIZED AREAS					
Chattanooga	167,764	48,445	46,325	95.6	0.8
Knoxville	148,166	41,190	39,695	96.4	0.8
Memphis	406,034	114,660	107,325	93.6	9.1
Nashville	258,887	73,445	69,665	94.9	0.7
URBAN PLACES (10,000 or more)					
Bristol	16,771	4,775	4,565	95.6	0.7
Chattanooga	131,041	37,755	35,870	95.0	0.7
Clarksville	16,264	4,565	4,230	92.7	—
Cleveland	12,605	3,540	3,410	96.3	0.4
Columbia	10,911	3,415	3,195	93.6	1.0
Dyersburg	10,885	3,410	3,070	90.0	3.6
Elizabethton	10,754	3,025	2,940	97.2	0.8
Jackson	30,207	9,290	8,500	91.5	2.3
Johnson City	27,864	6,965	6,610	94.9	1.1
Kingsport	19,571	5,360	5,230	97.6	0.4
Knoxville	124,769	34,510	33,140	96.0	0.8
Memphis	396,000	112,090	105,010	93.7	9.1
Morristown	13,019	3,500	3,330	95.1	0.4
Murfreesboro	13,052	3,855	3,660	94.9	0.8
Nashville	174,307	49,670	46,355	93.3	0.8
Oak Ridge (uninc)	30,229	7,810	7,645	97.9	1.0
COUNTIES					
Anderson	59,407	14,980	14,380	96.0	0.8
Bedford	23,627	6,720	6,405	95.3	0.5
Benton	11,495	3,135	2,880	91.9	0.2
Bledsoe	8,561	1,880	1,595	84.8	0.5
Blount	54,691	13,720	13,130	95.7	0.7
Bradley	32,338	8,290	7,835	94.5	0.6
Campbell	34,369	7,835	7,065	90.2	0.6
Cannon	9,174	2,490	2,185	87.8	0.8
Carroll	26,553	7,465	6,990	93.6	1.5
Carter	42,432	10,370	9,750	94.0	0.7
Cheatham	9,167	2,420	2,230	92.1	1.9
Chester	11,149	2,885	2,675	92.7	1.2
Claiborne	24,788	5,640	5,035	89.3	0.4
Clay	8,701	1,990	1,770	88.9	—
Cache	22,991	5,580	4,955	88.8	0.4
Coffee	23,049	6,105	5,650	92.5	0.4
Crockett	16,624	4,605	4,315	93.7	1.1
Cumberland	18,877	4,455	3,775	84.7	1.5
Davidson	321,758	88,285	83,970	95.1	0.7
Decatur	9,442	2,520	2,305	91.5	0.8
De Kalb	11,680	3,115	2,915	93.6	0.2
Dickson	18,805	5,280	4,975	94.2	1.3
Dyer	33,473	9,480	8,765	92.5	2.3
Fayette	27,535	6,185	5,090	82.3	2.4
Fentress	14,917	3,225	2,770	85.9	1.2
Franklin	25,431	6,320	5,965	94.4	0.6
Gibson	48,132	13,670	12,825	93.8	1.4
Giles	26,961	7,230	6,785	93.8	0.5
Grainger	13,086	3,055	2,690	88.1	1.8
Greene	41,048	10,420	9,850	94.5	0.6
Grundy	12,558	2,965	2,585	87.2	0.2
Hamblen	23,976	6,175	5,890	95.4	1.0
Hamilton	208,255	58,350	55,635	95.3	0.8
Hancock	9,116	2,070	1,725	83.3	0.7
Hardeman	23,311	5,095	4,445	87.2	2.1
Hardin	16,908	4,390	3,945	89.9	0.8
Hawkins	30,494	7,225	6,640	91.9	0.4
Haywood	26,212	6,205	5,265	84.9	2.2
Henderson	17,173	4,625	4,160	89.9	0.8
Henry	23,828	6,960	6,340	91.1	0.3
Hickman	13,353	3,410	3,120	91.5	0.6
Houston	5,318	1,300	1,185	91.2	1.6
Humphreys	11,030	3,025	2,845	94.0	0.7
Jackson	12,348	3,105	2,865	92.3	1.0
Jefferson	19,667	4,945	4,595	92.9	0.7
Johnson	12,278	2,865	2,580	90.1	0.6
Knox	223,007	59,265	56,920	96.0	0.9
Lake	11,655	2,980	2,515	84.4	1.3
Lauderdale	25,047	6,470	5,685	87.9	1.9
Lawrence	28,818	7,215	6,750	93.6	0.7
Lewis	6,078	1,595	1,415	88.7	0.6
Lincoln	25,624	6,840	6,590	96.3	0.7
Loudon	23,182	5,810	5,495	94.6	2.0
McMinn	32,024	8,265	7,755	93.8	0.8
McNairy	20,390	5,315	5,055	95.1	0.5
Macon	13,599	3,690	3,435	93.1	0.5
Madison	60,128	16,655	15,040	90.3	1.8
Marion	20,520	5,000	4,480	89.6	0.1
Marshall	17,768	5,035	4,805	95.4	0.6
Maury	40,368	11,225	10,420	92.8	0.8
Meigs	6,080	1,375	1,225	89.1	1.1
Monroe	24,513	5,870	5,385	91.7	0.5
Montgomery	44,186	10,245	9,425	92.0	0.2
Moore	3,948	1,005	930	92.5	0.5
Morgan	15,727	3,405	3,065	90.0	0.9
Obion	29,056	8,525	7,960	93.4	1.5
Overton	17,566	4,180	3,730	89.2	1.0
Perry	6,462	1,685	1,560	92.6	0.3
Pickett	5,093	1,120	945	84.4	—
Polk	14,074	3,230	2,825	87.5	0.9
Putnam	29,869	7,525	6,970	92.6	0.9
Rhea	16,041	4,040	3,685	91.2	2.1
Roane	31,665	7,955	7,480	94.0	0.3
Robertson	27,024	7,325	6,700	91.5	1.2
Rutherford	40,696	10,480	9,900	94.5	1.6
Scott	17,362	4,000	3,525	88.1	0.2
Sequatchie	5,685	1,290	1,115	86.4	0.8
Sevier	23,375	5,590	5,240	93.7	0.5
Shelby	482,393	132,225	122,500	92.6	9.0
Smith	14,098	3,935	3,690	93.8	1.0
Stewart	9,175	2,330	2,170	93.1	—
Sullivan	95,063	24,350	23,350	95.9	0.6
Sumner	33,533	8,960	8,395	93.7	0.8
Tipton	29,782	7,335	6,440	87.8	3.8
Trousdale	5,520	1,475	1,405	95.3	1.4
Unicoi	15,886	3,830	3,525	92.0	0.3
Union	8,670	2,150	1,970	91.6	0.7
Van Buren	3,985	875	760	86.9	0.6
Warren	22,271	6,205	5,910	95.2	0.6
Washington	59,971	15,075	14,095	93.5	0.9
Wayne	13,864	3,285	3,015	91.8	0.5
Weakley	27,962	8,325	7,805	93.8	1.1
White	16,204	3,975	3,595	90.4	2.1
Williamson	24,307	6,230	5,765	92.5	0.4
Wilson	26,318	7,305	6,780	92.8	0.6

CANADIAN TELEVISION ALLOCATION PLAN AS REVISED

(See story, page 98)

Notes:

a) Offset Carrier Designators
Boldface, zero offset from normal video carrier frequency.
+ nominal video carrier frequency plus 10 kc.
— nominal video carrier frequency minus 10 kc.

b) This table includes channel assignments for only those areas within 250 miles of the Canada-United States border, and a few other areas where assignments must dovetail into the border areas. Where specific localities are not mentioned, or only vhf channels assigned, other assignments will be worked out to meet requirements as they develop.

c) Numerical designation of television channels.

ALBERTA

City	Channel No.
Calgary	2+, 4, 10, 12, 17, 2[illegible]29, 3[illegible]
Edmonton	3, 5—, 11[illegible], 13—
Grande Prairie	2—
Lacombe	[illegible]
Lethbridge	[illegible], 22—
Medicine Hat	6[illegible], 15—
Red Deer	[illegible]

BRITISH COLUMBIA

Chilliwack	3, 4[illegible]
Cranbrook	19—
Dawson Creek	[illegible]
Fernie	24—
Kamloops	4—, 1[illegible]
Kelowna	13, 2[illegible]
Nanaimo	[illegible]
Nelson	[illegible], 17—
New Westminster (see Vancouver)	
Penticton	15—
Port Alberni	1[illegible]
Prince George	[illegible]
Prince Rupert	6+, [illegible]
Trail	11, 1[illegible]
Vancouver-New Westminster	2+, 8+, 10—, 14+, 30, 3[illegible]
Vernon	2, 2[illegible]
Victoria	6, 40, 4[illegible]

MANITOBA

Brandon	5+, 9+, 11+, 21, 3[illegible]
Dauphin	[illegible], 8, 14—
Flin Flon	3—
Portage la Prairie	[illegible]
St. Boniface (see Winnipeg)	
Winnipeg-St. Boniface	4+, 6—, 7+, 13, 1[illegible]— 24, 30, 36+, [illegible]

NEW BRUNSWICK

Campbellton	12, 20—
Edmundston	10+, 27—
Fredericton	9+, 2[illegible]
Moncton	[illegible]
Newcastle	[illegible]
Saint John	4+, 6—, 17—, 2[illegible]
St. Stephen	26—
Sackville	8+, 2[illegible]
Woodstock	36—

NOVA SCOTIA

Amherst	41—
Antigonish	9, 3[illegible]
Bridgewater	10, 43—
Halifax	3, 5, 12+, 15, 21, 27, 3[illegible]
Kentville	19—
New Glasgow	18—
Sydney	2+, 4, 6, 15+, 21—
Truro	[illegible]
Windsor	25—
Yarmouth	13—, 1[illegible]

ONTARIO

Barrie	1[illegible]
Belleville	39—
Brantford	16—
Brockville	46—
Chatham	[illegible], 14—
Cornwall	3[illegible]
Fort Frances	5, 19—
Fort William (see Port Arthur)	
Guelph	5[illegible]
Hamilton	13+, 51, 57, 68, 7[illegible]
Kenora	9, 22—
Kingston	26—, 44—
Kitchener	45—
Kirkland Lake	9—
London	10, 18—
Niagara Falls	29—
North Bay	10—, 1[illegible]
Orillia	3+, [illegible]
Oshawa	53—
Ottawa-Hull	4+, 9+, 11—, 30—, 40—
Owen Sound	8—, 2[illegible]
Pembroke	13—, 3[illegible]
Peterborough	[illegible]
Port Arthur-Fort William	2, 4—, 14, 20, 3[illegible]
St. Catharines	49—
St. Thomas	24—
Sarnia	40
Sault Ste. Marie	2—, 12+, 22+
Smiths Falls	42
Stratford	27—
Sudbury	5, 7, 17—, 23—
Timmins	6
Toronto	6+, 9, 11+, 19—, 2[illegible]
Windsor	9—, 32+, 38—
Wingham	36
Woodstock	47

PRINCE EDWARD ISLAND

Charlottetown	13+, 14+
Summerside	11, 20

QUEBEC

Amos	4
Chicoutimi	2+, 12+,1[illegible]
Drummondville	19—
Granby	2[illegible]
Hull (see Ottawa, Ont.)	
Jonquiere	20
La Sarre	13
Matane	7, 23—
Montreal-Verdun	2, 6—, 7—, 10, 12, 1[illegible], 44
New Carlisle	2, 14—
Quebec	4, 5+, 9, 11+, 29, 3[illegible]
Riviere du Loup	6, 30—
Rimouski	3—, 2[illegible]
Roberval	[illegible], 17
Rouyn	11
St. Hyacinthe	50—
Ste. Anne de la Pocatiere	13, 33—
Shawinigan Falls	2[illegible]
Sherbrooke	42—, 48—
Sorel	17—
Thetford Mines	31+

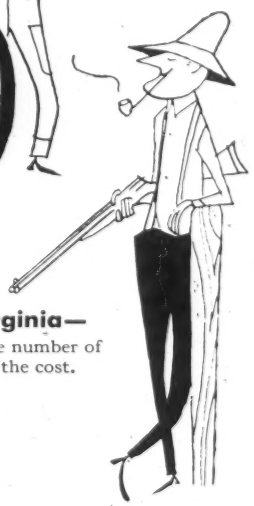
Are you buying time here?

In North Carolina—
FM pulled 5 times the inquiries at 1/17 the cost.

In Maryland—
FM outpulled AM at less cost.

In Iowa—
FM pulled more inquiries at lowest cost.

In Michigan—
FM outpulled AM at 1/8 the cost.



In West Virginia—
FM pulled same number of inquiries at 1/2 the cost.

Surveys show

FM Pulls More Inquiries at Lowest Cost

These are actual case histories

All these figures are from a national spot campaign for Zenith Hearing Aids, broadcast over FM and AM stations. Announcements were identical except for Post Office numbers.

To a shrewd time buyer, they reveal more about radio "holes" and "white spots" than a stack of charts. In these, and many other important areas, FM messages got through where others were blocked by static and local interference. And they got results for less money.

Across the country, the average cost of inquiries pulled by FM radio was *55% lower* than that of AM radio.

It might be smart to investigate *all* the areas where you *thought* AM could do the job alone. FM can plug the holes, where they count.

NOTE TO FM STATIONS

Your local Zenith distributor will gladly help promote your station and programs through dealers' in newspaper ads and displays.. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION • Chicago 39, Illinois

COPR. 1953

City	Channel No.
Three Rivers	21
Val D'Or	8
Valleyfield	38—
Verdun (see Montreal)	
Victoriaville	37+
Ville Marie	2
SASKATCHEWAN	
Gravelbourg	22
Moose Jaw	4—, 7—, 18+, 24—
North Battleford	3—
Prince Albert	11
Regina	2, 9—, 12, 21+, 27
Saskatoon	8+, 13—
Swift Current	14
Watrous	6, 30—
Yorkton	3, 15+
NEWFOUNDLAND	
Corner Brook	5
Gander	6
Grand Falls	3
St. Georges	7
St. John's	2, 4, 8

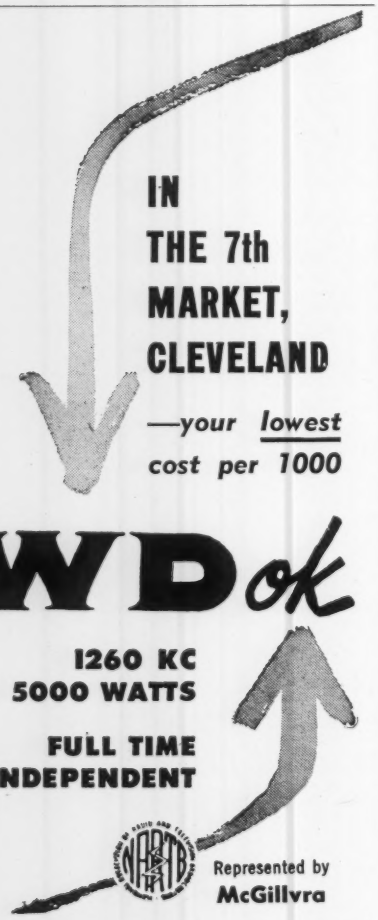
New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53	CBS
	11/1/53	Weed TV
Minnesota-Iowa Television Co., Austin, Minn. (6)	3/26/53	.....
	.....	.....
WGEZ-TV Beloit, Wis. (57)	2/11/53	.....
	Fall 1953	Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53	.....
	Unknown	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53	.....
	Late Summer-Early Fall, '53	.....



Location & Channel	Date Granted & Target for Start	Network Representative
KFYR-TV Bismarck, N. D. (5)	3/4/53	.....
	Late Summer-Early Fall, '53	Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53	.....
	Late Summer-Early Fall, '53	.....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53	.....
	Fall 1953	.....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	.....
	.....	.....
TV Montana, Butte, Mont. (6)	2/26/53	.....
	Unknown	.....
WTAO-TV Cambridge Mass. (56)	3/11/53	.....
	Unknown	.....
WCHA-TV Chambersburg, Pa. (46)	3/11/53	.....
	Late Summer '53	Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53	.....
	Summer 1953	.....
WKNA-TV Charleston, W. Va. (49)	3/4/53	.....
	July	Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53	.....
	Fall 1953	Bolling
WIND-TV Chicago, Ill. (20)	3/19/53	.....
	Unknown	.....
KHSL-TV Chico, Calif. (12)	3/11/53	.....
	8/1/53	Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53	.....
	Unknown	.....
WIS-TV Columbia, S. C. (10)	2/12/53	NBC
	9/1/53	Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53	.....
	Unknown	.....
WCBI-TV Columbus, Miss. (28)	3/11/53	.....
	Unknown	.....
KLIF-TV Dallas, Tex. (29)	2/12/53	.....
	Unknown	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53	.....
	Unknown	.....
WMSL-TV Decatur, Ala. (23)	2/26/53	.....
	10/15/53	.....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	.....
	.....	.....
Rollins Bcstg., Dover, Del. (40)	3/11/53	.....
	Unknown	.....
WCIG-TV Durham, N. C. (46)	2/26/53	NBC, DuM
	11/1/53	.....
WEAU-TV Eau Claire, Wis. (13)	2/26/53	.....
	Fall 1953	Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53	.....
	Unknown	Everett-McKinney
KTVF (TV) Eugene, Ore. (20)	2/11/53	.....
	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53	.....
	Unknown	.....
WINK-TV Fort Myers, Fla. (11)	3/11/53	.....
	10/1/53	Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52	.....
	6/1/53	Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53	.....
	Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	11/6/52	.....
	August	Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53	.....
	5/1/54	Holman
WNCT (TV) Greenville, N. C. (9)	3/11/53	.....
	9/1/53	Pearson
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
	Unknown	.....
KHMO-TV Hannibal, Mo. (7)	2/18/53	.....
	Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53	.....
	Unknown	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53	NBC
	May-June	Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
	Midsummer '53	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	Late 1953	.....
Empire Coil Co., Indianapolis, Ind. (67)	3/26/53	.....
	.....	.....
Marion Radio Corp., Indianapolis, Ind. (26)	3/26/53	.....
	.....	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	.....
	.....	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53	.....
	Unknown	.....
KTRE-TV Lufkin, Tex. (9)	3/11/53	.....
	11/1/53	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53	.....
	8/1/53	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53	CBS
	Late 1953	Katz
WMRI-TV Marion, Ind. (29)	3/11/53	.....
	Unknown	.....
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53	.....
	Unknown	.....
KTYL-TV Mesa, Ariz. (12)	2/18/53	.....
	4/15/53	Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53	.....
	Unknown	.....
KCJB-TV Minot, N. D. (13)	2/11/53	.....
	6/15/53	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Late Summer-Early Fall, '53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
	Spring 1954	Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53	.....
	Unknown	.....

Location & Channel	Date Granted & Target for Start	Network Representative
WCOV-TV Montgomery, Ala. (20)	9/18/52	CBS
	4/6/53	Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	CBS, DuM
	4/15/53	Walker-N.Y.; Holman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker
WJMR-TV New Orleans, La. (61)	2/18/53	.....
	5/18/53	Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53	.....
	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53	.....
	June	.....
WMGT (TV) North Adams, Mass. (74)	2/18/53	.....
	Unknown	.....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53	.....
	Unknown	.....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53	.....
	9/1/53	.....
J. D. Manly, Panama City, Fla. (7)	3/11/53	.....
	Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53	.....
	Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	6/1/53	Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53	.....
	8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52	.....
	August	Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53	CBS
	Unknown	.....
KWIK-TV Pocatello, Idaho (10)	2/26/53	.....
	Spring 1954	Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53	.....
	9/1/53	.....
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
	Unknown	.....
WNAO-TV Raleigh, N. C. (28)	10/16/52	CBS
	5/1/53	Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52	NBC
	4/15/53	Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
	Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53	.....
	Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53	.....
	7/15/53	Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	4/1/53	Gill & Perna
Utah Bcstg. & Television Corp., Salt Lake City, Utah (2)	3/26/53	.....
	.....	.....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS
	June	Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	Unknown	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	CBS
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53	.....
	Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53	.....
	Unknown	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Unknown	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	.....
	May	Taylor
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Late Summer '53	Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
	.....	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	.....
	5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
J. Steventon, Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....

ACTIONS OF THE FCC

March 26 through April 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of Feb. 28, 1953*

	AM	FM	TV
Licensed (all on air)	2,392	577	101
CPs on air	17	34	46
Total on air	2,409	611	147
CPs not on air	132	20	221
Total authorized	2,541	631	368
Applications in hearing	167	4	61
New station requests	252	8	721
Facilities change requests	190	41	24
Total applications pending	993	107	815
Licenses deleted in Feb.	0	0	0
CPs deleted in Feb.	0	1	0

*Does not include noncommercial educational FM and TV stations.

• • •

AM and FM Summary through April 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,396	191	252	167
FM	611	574	37	8	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	109	205	314
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	135	19	154

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	763	337	604	489	1,090 [1]
Educational	42		28	15	43
Total	805	337	632	504	1,133 [2]

[1] One applicant did not specify channel.
[2] Includes 328 already granted.

• • •

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

New TV Stations . . .

Decisions

Yuma, Ariz.—Valley Telecasting Co., granted vhf Ch. 11 (198-204 mc); ERP 29 kw visual, 14.5 kw aural; antenna height above average terrain 260 ft., above ground 300 ft. Estimated construction cost $220,618, first year operating cost $260,000, revenue $220,000. Post office address c/o Park Dunford, 4134 Bandini Rd., Los Angeles. Station location to be determined. Transmitter location U. S. Highway 80, approx. 7.5 mi. W. of Yuma. Geographic coordinates 32° 44′ 42″ N. Lat., 114° 44′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Donald Ellsworth** (3.5%), rancher; Vice President **Howard L. Roberts** (3.5%), farm machinery dealer; Vice President **G. Park Dunford** (69%), Inland Fertilizer Co., Los Angeles; Secretary **Elton C. Hussey**, manager J. C. Penney store, Mesa, Ariz.; Treasurer **Russell J. Madsen** (3.5%), Growers Chemical Supply Co., Mesa; **William S. Porter** (3.5%), real estate, Mesa; **Alvin S. Reber** (3.5%), farmer; **Grover C. Dunford** (10%), Inland Fertilizer Co. City priority status: Gr. A-2, No. 571. (BPCT-1600). Granted March 25.

Palm Springs, Calif.—Howard-Yale Inc., granted special temporary authority to construct and operate an experimental 2-w booster station atop Howell Peak near Palm Springs to amplify signals of all Los Angeles vhf TV stations (about 100 miles distant) to determine feasibility of TV service beyond normal reception range. Operation would be between 8 a.m. and 5 p.m. not more than three days a week. Normal reception of this station will not be possible on conventional receivers since signals will be "jittered" and hence receivable only on test sets. No commercial service allowed. Experimental grant March 26.

Tulare, Calif.—Sheldon Anderson (KCOK), granted uhf Ch. 27 (548-554 mc); ERP 105 kw visual and 59 kw aural; antenna height above average terrain 690 ft., above ground 257 ft. Estimated construction cost $211,070, first year operating cost $300,000, revenue $350,000. Post office address c/o KCOK Tulare, Calif. Studio location 0.5 mi. N of Tulare-Lindsay Highway on Visalia-Mooney Blvd. at site of KCOK studios. Transmitter site 6.5 mi. NE of center of Visalia, Calif., in Venice Hills, about 14.4 mi. NE of Tulare. Geographic coordinates 36° 22′ 11″ N. Lat., 119° 11′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. City priority status: Group A-2, No. 419. (BPCT-834). Granted April 1.

Grand Junction Colo.—Western Slope Bcstg. Co. (KFXJ), granted vhf Ch. 5 (76-82 mc); ERP 1.45 kw visual and 0.85 kw aural; antenna height above average terrain minus 10 ft., above ground 258 ft. Estimated construction cost $126,270, first year operating cost $72,000, revenue $108,000. Post office address P. O. Box 30, Grand Junction. Studio and transmitter location Hillcrest Manor, just W of city limits, at site of KFXJ. Geographic coordinates 39° 05′ 09″ N. Lat., 108° 33′ 56″ W. Long. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Rex G. Howell** (73.91%), Vice President **Laura Howell** (21.74%), Secretary-Treasurer **Ruth G. Howell** (2.72%) and **Marlene Jane Howell** (1.63%). Mr. Howell also is sole owner of KGLN Glenwood Springs, Colo. City priority Group A-2, No. 371. (BPCT-1305). Granted March 25.

Indianapolis, Ind. — Empire Coil Co. Inc., granted uhf Ch. 67 (788-794 mc); ERP 125 kw visual and 68 kw aural; antenna height above average terrain 510 ft., above ground 500 ft. Estimated construction cost $280,000, first year operating cost $450,000, revenue $600,000. Post office address 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter and antenna location east side of Fisher Road, 0.3 mi. south of Southeastern Ave., Warren Township, 3 mi. east of Beech Grove, Ind. Geographic coordinates 39° 42′ 50″ N. Lat., 86° 02′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Morton H. Wilner, Lyon, Wilner and Bergson, Washington, D. C. Consulting engineer Benjamin Adler, Adler Communications Laboratories, New Rochelle, N. Y. Principals include President **Herbert Mayer** (45% plus) and Treasurer **Frances Mayer** (45% plus). Empire Coil Co. is licensee of WXEL (TV) Cleveland, permittee of KDEN (TV) Denver, KPTV (TV) Portland, Ore., and KCPY (TV) Kansas City. City priority status: Gr. B-4, No. 187. (BPCT-1553). Granted March 25.

Indianapolis, Ind.—Marion Radio Corp. (WBAT Marion), granted uhf Ch. 26 (542-548 mc); ERP 95 kw visual, 51 kw aural; antenna height above average terrain 370 ft., above ground 446 ft. Estimated construction cost $196,300, first year operating cost $233,500, revenue $276,000. Post office address 303½ South Adams St., Marion, Ind. Studio and transmitter location 1703 E. 38th St., Indianapolis. Geographic coordinates 39° 49′ 31″ N. Lat., 86° 07′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include President **John Ramp** (100%), president of John Ramp Inc. automobile agency, and has interests in other auto and insurance agencies in and around Indianapolis; Vice President **John R. Brown**, partner in law firm Campbell, Gemmill, Brown, Ewer & Torrance, Marion, Ind.; Secretary **George Ramp**, owner of George Ramp Motor Sales, Marion; and Treasurer **Ferdinand S. Kurdys**, vice president and director of John Ramp Inc. City priority status: Gr. B-4, No. 187. (BPCT-1596). Granted March 25.

Des Moines, Iowa—Rib Mountain Radio Inc., granted uhf Ch. 17 (488-494 mc); ERP 180 kw visual, 98 kw aural; antenna height above average terrain 580 ft., above ground 550 ft. Estimated construction cost $301,556, first year operating cost $100,000, revenue $125,000. Post office address 1225 Tower Ave., Superior, Wis. Studio and transmitter 28th St. and Hubbell Ave., Des Moines, Iowa. Geographic coordinates 41° 37′ 15″ N. Lat., 93° 33′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **W. C. Bridges**, president of Central Bcstg. Co. (licensee of WEAU Eau Claire, Wis., and permittee of WEAU-TV) and of WJMC Rice Lake, Wis.; Vice President **Morgan Murphy**, president of Evening Telegram Co., Superior, Wis., and secretary-treasurer Central Bcstg. Co., and Secretary-Treasurer **Norman Postles**, CPA practicing in Superior, Wis. **Central Bcstg. Co.**, Superior, is 100% stockholder of grantee. City priority status: Gr. B-3, No. 171. (BPCT-1552). Granted March 25.

Boston, Mass.—E. Anthony & Sons Inc., granted uhf Ch. 50 (686-692 mc); ERP 255 kw visual and 135 kw aural; antenna height above average terrain 540 ft., above ground 635 ft. Estimated construction cost $434,665, first year operating cost $258,100, revenue $100,000. Post office address 555 Pleasant St., New Bedford, Mass. Studio and transmitter location 200 Berkley St., Boston. Geographic coordinates 42° 20′ 59″ N. Lat. and 71° 04′ 25″ W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Mayhew R. Hitch** (0.1%), Vice President-Treasurer **Basil Brewer** (58.92%), **Joseph P. Dunn** (5.94%) and **James T. Dunn** (6.05%). •Grantee is licensee of WNBH New Bedford and permittee of WNBH-TV there. Grantee also is licensee of WOCB West Yarmouth, Mass. Grant is subject to condition that no construction be commenced until antenna of WHDH-FM Boston is modified to allow support of TV antenna proposed herein. Chairman Paul A. Walker and Comrs. Frieda B. Hennock and Eugene H. Merrill dissented. City priority Group B-5, No. 208. (BPCT-879). Granted March 25.

Lewistown, Pa.—Lewistown Bcstg. Co. (WMRF), granted uhf Ch. 38 (614-620 mc), ERP 21.5 kw visual and 11 kw aural; antenna height above average terrain 1,020 ft., above ground 92 ft. Estimated construction cost $102,139, first year operating cost $60,000, revenue $70,000. Post office address 5 W. Market St., Lewistown. Studio loca-

It's Happening in NEW HAVEN

WNHC
sells
COFFEE

8 MONTHS
James McDonnell has been *selling* his special private blend of coffee on WNHC

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

tion 5 W. Market St. Transmitter site 10 mi. WSW of Lewistown on Jacks Mt. Geographic coordinates 40° 32′ 38″ N. Lat. and 77° 45′ 27″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **J. S. Woods** (25%), Vice President-Secretary **C. V. Rowland, W. J. Woods** (25%) and **Marjory W. Matthews** (25%). **The Sentinel Co.** owns 25%; this stock is voted by Mr. Rowland. City priority Group A-2, No. 380. (BPCT-1307). Granted April 1.

Knoxville, Tenn. — TV Services of Knoxville, granted uhf Ch. 26 (542-548 mc); ERP 21 kw visual and 10.5 kw aural; antenna height above average terrain 480 ft., above ground 147 ft. Represents merger of former Ch. 26 competitors, itself and **W. R. Tuley,** oil producer, who acquires 80% interest. Retaining 10% each are broadcasters **Harold H. Thoms** and **J. Horton Doughton** [B•T, March 30]. Comr. Frieda B. Hennock dissented. City priority Group A-2, No. 21. (BPCT-1198). Granted March 25.

San Antonio, Tex.—Alamo TV Co., granted uhf Ch. 35 (596-602 mc); ERP 230 kw visual and 120 kw aural; antenna height above average terrain 420 ft., above ground 491 ft. Estimated construction cost $434,500, first year operating cost $381,000, revenue $240,000. Post office address Kirby Bldg., Dallas. Studio and transmitter location 513 N. San Saba, San Antonio. Geographic coordinates 29° 25′ 50″ N. Lat., 98° 29′ 57″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of grantee is W. W. Lechner, oil producer. He also is TV applicant at Fort Worth. City priority Group B-5, No. 209. (BPCT-802). Granted March 25.

Austin, Minn.—Minnesota-Iowa TV Co., granted vhf Ch. 6 (82-88 mc); ERP 18.5 kw visual and 9.3 kw aural; antenna height above average terrain 420 ft. Grantee is merger of two former Ch. 6 competitors, Cedar Valley Bcstg. Co. (KAUS) [B•T, June 23, 1952] and South Central Minnesota TV Co. [B•T, Jan. 26], the latter dismissing its bid and acquiring minority holding in grantee. KAUS group retains majority control. Comr. Frieda B. Hennock dissented. City priority Group A-2, No. 218. (BPCT-841). Granted March 25.

Victoria, Tex.—KNAL TV Co. (KNAL), granted uhf Ch. 19 (500-506 mc); ERP 20 kw visual and 13.5 kw aural; antenna height above average terrain 330 ft., above ground 350 ft. Estimated cost of construction $204,000, first year operating cost $150,200, revenue $180,000. Post office address Victoria Bank & Trust Bldg., Victoria. Studio and transmitter location 2402 Port Lavaca Dr. Geographic coordinates 28° 47′ 00″ N. Lat. and 96° 58′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **Albert B. Alkek,** 51% owner of KNAL and owner of majority interest in Sinclair-Alkek Oil Co. City priority Group A-2, No. 339. (BPCT-1414). Granted March 25.

Salt Lake City, Utah—Utah Bcstg. & TV Corp., granted vhf Ch. 2 (54-60 mc); ERP 27.5 kw visual and 14 kw aural; antenna height above average terrain 3,980 ft. Grantee represents merger of former Ch. 2 competitors, itself and TV Corp. of Utah. Utah Bcstg. & TV Corp., formerly co-owned by **Frank Carman** and **Grant R. Wrathall,** now is 25% owned each by Messrs. Carman and Wrathall and 50% by **TV Corp. of Utah.** Latter is 100% owned by **Salt Lake Tribune Pub. Co.,** which must give up minority interest in KALL Salt Lake City and connection with Intermountain Network Inc. Messrs. Carman and Wrathall have multiple AM, FM and TV interests [B•T, March 30], including co-ownership of KUTA Salt Lake City. KUTA is partnership, distinct from TV grantee. Comr. Frieda B. Hennock dissented. City priority Group B-5, No. 211. (BPCT-1496). Granted March 25.

Marion, Va. — Mountain Empire Bcstg. Corp. (WMEV), granted uhf Ch. 50 (686-692), ERP 110 kw visual and 60 kw aural; antenna height above average terrain 1,600 ft., above ground 284 ft. Estimated construction cost $185,000, first year operating cost $75,000, revenue $75,000. Post office address c/o WMEV, Park Blvd., Marion, Va. Studio and transmitter location on Walker Mt., about 0.25 mi. W of Highway 16, 5.5 mi. from highway intersection at Hungry Mother Park. Geographic coordinates 36° 54′ 8″ N. Lat. and 81° 22′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **L. Preston Collins** (18.33%), lieutenant governor of Virginia (deceased); Vice President **C. C. Lincoln Jr.** (8.33%), cattle breeder; Vice President **Robert C. Wolfenden** (20.56%), WMEV general manager, and Secretary-Treasurer **Leon D. Beville** (8.5%), furniture manufacturer. City priority Group A-2, No. 708. (BPCT-1441). Granted April 1.

New Applications

Baton Rouge, La., Louisiana TV Bcstg. Corp.—vhf Ch. 2 (54-60 mc); ERP 55.8 kw visual, 33.4 kw aural; antenna height above average terrain 465 ft., above ground 510 ft. Estimated construction cost $294,069, first year operating cost $285,000, revenue $292,000. Post office address 444 Florida St., Baton Rouge 1, La. Applicant represents merger of Baton Rouge Bcstg. Co. (WJBO) and Air Waves Inc. (WLCS), both previously competitors for Ch. 2 and whose bids are being dismissed. WLCS would be sold after TV grant is made. Studio and transmitter location 3399 Broussard St., Baton Rouge. Geographic coordinates 30° 26′ 25″ N. Lat., 91° 09′ 18″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Douglas L. Manship** (0.3%), president and 35% owner of Baton Rouge Bcstg. Co., 45% owner Capital City Press, Baton Rouge, director Louisiana Fire Insurance Co.; Secretary-Treasurer **Charles P. Manship Jr.** (0.3%), 35% owner Baton Rouge Bcstg. Co., president and 45% owner Capital City Press, Baton Rouge, director Louisiana National Bank and Capital Bldg. & Loan Assn., Baton Rouge; **Baton Rouge Bcstg. Co.** (99.4%), owner & licensee stations WJBO and WBRL (FM) Baton Rouge, and Vice President **C. V. Porter** (1%), director of Baton Rouge Bcstg. Co., attorney and director in various utility interests. Air Waves gets options for equal interest. City priority status: Gr. A-2, No. 19. Filed March 31.

Mt. Pleasant, Mich.—Paul A. Brandt (WCEN)—uhf Ch. 47 (668-674 mc); ERP 21.69 kw visual, 10.85 kw aural; antenna height above average terrain 314.5 ft., above ground 300 ft. Estimated construction cost $154,100, first year operating cost $85,000, revenue $95,000. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Studio and transmitter location U. S. Hwy. 27, ½ mi. N of Shepherd Rd., Mt. Pleasant. Geographic coordinates 43° 31′ 49″ N. Lat., 84° 46′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington, D. C. Consulting engineer A. R. Bitter, Toledo, Ohio. **Paul A. Brandt** is sole owner of WCEN Mt. Pleasant and WBRN Big Rapids, Mich. He also owns Economy 5¢-$1 Store, Mt. Pleasant. City priority status: Gr. A-2, No. 464. (BPCT-1654). Filed March 25.

Minneapolis, Minn. — Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary (KTIS)—uhf Ch. 23 (524-530 mc); ERP 88.5 kw visual, 44.25 kw aural; antenna height above average terrain 265 ft., above ground 317 ft. Estimated construction cost $174,438, first year operating cost $75,000, revenue $125,000. Post office address 50 Willow St., Minneapolis. Studio location 50 Willow St. Transmitter location N. side Medicine Lake Rd., approx. 900 ft. W of Turner's Cross Rd., 1.7 mi. W of Minneapolis city limits. Geographic coordinates 44° 59′ 51″ N. Lat., 93° 21′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Applicant is a non-profit corporation without capital stock. KTIS-AM-FM are non-commercial stations, but commercial TV outlet is planned. City priority status: Gr. B-5, No. 207. Filed March 17.

Kearney, Neb., Central Nebraska Bcstg. Corp. (KGFW)—vhf Ch. 13 (210-216 mc); ERP 57.5 kw visual, 34.2 kw aural; antenna height above average terrain 512 ft., above ground 573 ft. Estimated construction cost $249,000, first year operating cost $150,000, revenue $162,000. Post office address 2221-2223 Central Ave., Kearney, Neb. Studio and transmitter location S. Central Ave., Kearney. Geographic coordinates 40° 40′ 40″ N. Lat., 99° 05′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John W. Yeager Jr.** (3.65%), KGFW commercial and station manager; Vice President **Kenneth H. Dryden** (1.83%), lawyer; Secretary-Treasurer **Belle M. Thomas** (.18%); **E. Anson Thomas** (20.07%), manager of KFXJ Grand Junction, Colo. Estate of Lloyd C. Thomas, deceased, owns 74.27%. City priority status: Gr. A-2, No. 432. (BPCT-1664). Filed March 30.

Asheville, N. C.—Asheville Citizen-Times Co. (WWNC)—vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,150 ft., above ground 573 ft. Estimated construction cost $500,481, first year operating cost $156,000, revenue unknown. Post office address 14 O. Henry Ave., Ashville, N. C. Studio location Cumberland & Cherry Sts., Asheville. Transmitter location Patton Mt., Asheville. Geographic coordinates 35° 37′ 28.5″ N. Lat., 82° 31′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals include President **Don S. Elias** (49.85%), president, sole owner of Citizen Express Inc. (newspaper transportation firm) and president of Rainbow Spring Co. (holding company for forest lands), both Asheville; Vice President **D. Hiden Ramsey** (0.125%), vice president of Citizen Express; Treasurer **W. K. Dalton** (0.025%), assistant treasurer of Citizen Express. **Junis G. Adams** and **R. Stanford Webb** hold 47.216% of applicant as trustees under the will of Charles A. Webb. Applicant publishes *Asheville Citizen-Times.* City priority status: Gr. A-2, No. 72. (BPCT-1658). Filed March 25.

Wausau, Wis., Rep. Alvin E. O'Konski (R-Wis.) (WOSA)—vhf Ch. 7 (174-180 mc); ERP 11.5 kw visual, 5.75 kw aural; antenna height above average terrain 748 ft., above ground 237.25 ft. Estimated construction cost $145,950.20, first year operating cost $58,000, revenue $100,000. Post office address % Radio Stations WLIN & WOSA Merrill, Wis. Studio location Wausau, Wis. Transmitter location State Park Rd., Weston, Wis. Geographic coordinates 44° 55′ 11″ N. Lat., 89° 40′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. **Alvin E. O'Konski** also is sole owner of WLIN (FM) Merrill, Wis. City priority status: Gr. A-2, No. 160. (BPCT-1653). Filed March 25.

Applications Amended

Cape Girardeau, Mo.—KGMO Radio-Television Inc. (KGMO). Request amendment to revise application from vhf Ch. 12 (204-210) to uhf Ch. 18 (494-500 mc), change ERP from 30.5 kw visual and 15.6 kw aural to 10.9 kw visual and 5.94 kw aural; antenna height above average terrain 152 ft.; change GE antenna and transmitter to Workshop Assoc. antenna and DuMont transmitter. (BPCT-1505). Filed March 30.

Greenwood, S. C. — Grenco Inc. (WCRS). Amends uhf Ch. 21 application [B•T, July 28, 1952] to change ERP from 18.62 kw visual and 9.33 kw aural to 93.32 kw visual and 50.35 kw aural; antenna height above ground from 364 ft. to 374 ft.; geographic coordinates from 34° 12′ 25″ N. Lat., 82° 10′ 07″ W. Long to 34° 12′ 5.198″ N. Lat. and 82° 10′ 3.339″ W. Long; cost of construction from $108,048 to $168,448. (BPCT-1536). Amendment filed March 30.

Mobile, Ala.—WKRG-TV Inc. Amended application for vhf Ch. 5 to change officers, directors and stockholders. Filed April 1.

Applications Dismissed

Brighton, N. Y.—Rochester Bcstg. Co. (WRNY Rochester). At request of attorney, dismissed application for uhf Ch. 27. WRNY acquires 50% interest in merger with Ch. 27 competitor, Genessee Valley TV Corp., Rochester. Dismissed March 27.

Philadelphia, Pa.—Westinghouse Radio Stations Inc. At request of attorney and petition, dismissed application for new TV station on uhf Ch. 17. Applicant is buying WPTZ (TV) there [B•T, March 30, Feb. 23]. Dismissed April 1.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

• TOWERS •

AM • FM • TV

Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Laboratories and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN G. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 8-7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington, D. C. Dallas, Texas
1605 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, HARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
MUNSEY BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 3-1230 *Executive 3-5851*
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO. 9-3266
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

james r. bird
consulting radio engineer
California st. 33 elm avenue
Suite 219 mill valley, california
San Francisco 4, california tel: dunlap 8-4871
Telephone: douglas 2-2536

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for independent metropolitan market. Must do sales himself and have had previous experience as general manager small community. Fine opportunity. Box 249W, B•T.

Immediate opening for experienced salesman as commercial manager. Salary plus commission. Contact Manager of KBIX, Muskogee, Oklahoma.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman for old established net affiliate in one station market. Good salary and commission. State present and desired earnings first letter. Upper midwest. Confidential. Box 194W, B•T.

Experienced, aggressive salesman needed for independent, good market. Unlimited opportunity for man who can sell. Eastern seaboard. References and history required. Box 205W, B•T.

Commercial manager, $7200 plus bonus. Fine opportunity for promotion offered by independent large metropolitan market for salesman or salesmanager with good sales record. Box 250W, B•T.

Salesman. Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer interested in part-time sales and steady increased earnings. Old established network affiliate in one station market. Full details, present earnings and expected earning first letter. Upper midwest. Confidential. Box 195W, B•T.

Regional network Minnesota station wants announcer interested in selling radio time. Good salary. Good man with selling ability will earn large income. Box 209W, B•T.

Topnotch disc jockey announcer for topnotch eastern station. No corn ball. Box 243W, B•T.

Progressive indie in market of 250,000 needs morning man with personality. If announcer-engineer better deal. Box 252W, B•T.

Combination announcer-engineer New England metropolitan market near sea-coast. Must have 1st class ticket. Fine facilities and working conditions. $70.00 start. Forward audition and photo Box 261W, B•T.

Announcer-engineer, emphasis on announcing. Starting salary $75.00. Box 297W, B•T.

Good announcer with first phone for new kilowatt daytimer opening May 1, 1953. P. O. Box 247, Batesville, Miss.

Help Wanted—(Cont'd.)

Announcer, regular staff. Opening after May first. $55.00 for 36 hours. All nights and Sundays off. KRLN, Canon City, Colorado.

5 kilowatt station northern New England needs two staff announcers to replace personnel transferred to station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details 1st letter to Program Manager, WABI, Bangor, Maine.

Combo man for daytime indie. Prefer draft-exempt. Send tape or disc to WCHL, Chapel Hill, N. C.

Immediate opening for experienced news man or experienced staff announcer with news experience desiring fulltime news job. Ability to write and report local news and handle special events. Pleasant working conditions, progressive midwestern town. $65.00 per week. Send photo, disc and letter setting forth experience and references. Write Manager, WCSI, Columbus, Indiana.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours, apply at once to WDKD, Kingstree, S. C.

Combination-man—Ability pays off. Car and interview necessary. Contact WHOK, Lancaster, Ohio.

Needed at once, two capable announcers willing to operate control board. Start at $60.00 for 48 hour week with chance for advancement. No drifters, no drinkers. Send photo, audition, references and date available. F. E. Lackey, WHOP, Hopkinsville, Ky.

Announcer with several years experience. Good salary; hospitalization insurance in non-TV area. WICY, Malone, N. Y.

Wanted, mature announcer capable and experienced in handling commercials by leading southern Illinois station in largest southern Illinois city. Stability, integrity and air personality required. Salary open. Personal interview will be necessary. Send letter of application and audition to WMIX, Mt. Vernon, Illinois.

Staff announcer. No ball of fire, just good, heavy voice that will sell. Tape and pix to WNAO-TV, Raleigh, N. C.

Announcer-DJ. Capable of reading news, commercials and running record shows. Must have station experience. Send complete information and disc. WNXT, Portsmouth, Ohio.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent working conditions. Apply by letter only. Box 130W, B•T.

First class operator-announcer. Small midwest market. Box 141W, B•T.

Wanted: Chief engineer, construction and maintenance. Box 246W, B•T.

Announcer-engineer needed at once, strong on announcing for morning man and DJ shows. Details first letter. Box 253W, B•T.

Midwest 5000 watt station desires first class experienced combo man. Good pay, good working conditions. New equipment. Box 258W, B•T.

Regional Minnesota station wants first class operator-announcer. Good salary. Box 275W, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 295W, B•T.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Help Wanted—(Cont'd.)

Wanted immediately: 1 KW station needs first class engineer by April 12. Good working conditions. Starting salary $280 per month, raise in 3 months. Transportation necessary. No announcing. Living quarters for single man. Call or write collect D. W. Williams, Chief Engineer, KECK, Odessa, Texas.

Have permanent opening transmitter engineer with good future for advancement. No announcing required. KGHF Pueblo, Colorado.

Want experienced engineer-announcer. WFRI, West Frankfort, Illinois.

Wanted: Engineer, 1st phone, must be experienced and know his business. Fifty hours guaranteed. WGAT, Utica, N. Y.

Wanted—Engineer, 1st ticket for 1 kw. Write WJPR, Greenville, Miss.

First phone transmitter operator, WJRI, Lenoir, N. C.

Wanted — First phone transmitter operator, WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Production-Programming, etc.

Program director with initiative 500 watt fun independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Newsman-announcer: Pennsylvania station needs man with good delivery to gather and write local news. This is a tough job. Not for beginners. Evening and early morning hours. $ Box 187W, B•T.

Promotion: A top radio and television station in a major market has opening for a young man qualified to write publicity, prepare presentations and mailing pieces in established promotion department. Opportunity to grow with the position. Write in detail to Box 200W, B•T.

Fulltime experienced copywriter, N. E. independent 250 watter, 90,000 population. Good pay for right man. Send photo, all details, experience and samples, first letter. Box 228W, B•T.

Live wire gal who likes radio, indie station in city over 100,000. Opportunity for DJ show. Personality and office experience helpful. Detail photo, and audition please. Box 254W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Chief of copy department to set up entire department. New air conditioned southern 5 kw station soon on air. Salary open, wire, write, or call Ted Turner, General Manager, 206 North Washington Avenue, Clearwater, Florida. Phone 338603.

Television

Salesmen

Salesman, established VHF television station in major southeastern market. Commission against draw with possibilities for exceptional earnings. Box 242W, B•T.

Technical

Wanted: Television chief engineer—UHF, capable of installing and maintaining equipment. Salary good, commensurate with experience. Contact T. K. Cassel, WTVE, Elmira, N. Y.

Situations Wanted

Managerial

General manager, twenty years. Sales-management experience. Top references. Interested radio or TV. Box 231W, B•T.

General manager small market seeking larger one with solid outfit. Excellent qualifications sales, programming, engineering, supervision. Brilliant record management having brought present station from 10 per cent red to thirteen per cent black first year in dog market. Box 274W, B•T.

Two young men, each with solid newspaper and radio background and with limited amount of capital, would be interested in talking with some station executive seeking someone with experience to run the station with option of purchase. Box 289W, B•T.

XUM

Situations Wanted—(Cont'd.)

Mature manager. Record guarantees results. Strong on sales. 5000 or 250. West preferred. Box 29[illegible]W, B•T.

Experienced manager, fine record, top references, also top engineer. Changed ownership makes present employment less attractive. Desires gulf coast. Must have good offer. Box 294W, B•T.

Salesmen

Salesmanager. 1000 watter wants TV or good radio. Young, aggressive. Box 292W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Announcer-disc jockey, veteran, four years experience New York-New Jersey stations. Available immediately. Box 192W, B•T.

Girl writer-broadcaster, children's shows, women's feature programs. Excellent references. Box 203W, B•T.

Sports announcer, play-by-play, basketball, football, baseball. Seven years present position. Steady, sober, reliable. Married family man. Tape, photo available on request. Desire southwest. Box 245W, B•T.

Announcer. Navy veteran. College graduate. Desires move to larger market. Three years experience. Conscientious. Box 247W, B•T.

All-around good staff man wants summer replacement shift. College student. Have commercial experience, including classical music station. Good training at Ivy League College Radio Station. No ticket. Can do all types staff announcing. Box 251W, B•T.

Versatile announcer-salesman, experienced, strong all sports, all phases radio. Box 259W, B•T.

Announcer-salesman: Experienced. Radio and/or TV. Salary plus commission. Box 260W, B•T.

Announcer, intelligent, ambitious, draft-exempt. Single. Prefer small town. References, resume, disc. Box 265W, B•T.

Experienced announcer wants job at station with present TV or C.P. 28, single. East or South. Box 272W, B•T.

Not a Murrow, Allen, Block. Just myself. Desire $100 weekly. 7 years experience in news, sports, DJ. Best references. Now in 450,000 midwestern market. Ready in July. Box 277W, B•T.

Newsman—experienced. Only work for station that appreciates hard worker. Box 279W, B•T.

Announcer, newscaster, DJ, combo-man, free to travel, will consider all offers. Box 280W, B•T.

Top sportscaster, experienced all phases of radio, prefer midwest, 1,000 watt or better. Box 281W, B•T.

Announcer, veteran, single, college graduate. Experienced news, DJ, ad-lib, sports, board operation. References, tape available. Box 282W, B•T.

Newscaster, sportscaster and DJ. Ability and talent for program directing. 10 years radio experience, also TV experience—N. Y. C. Excellent voice, proved air sales ability. Box 284W, B•T.

Staff announcer, veteran, 26, 3 years experience all phases. Degree. Strong on sports, DJ, news. Will consider all offers. Available immediately. Box 286W, B•T.

Experienced announcer, network. Single, 21. DJ, strong on news, conscientious, dependable. Resume, disc, or tape on request. Box 287W, B•T.

Situations Wanted—(Cont'd.)

Announcer, newscaster, network, top news writer, production background. Skilled interviewer, special events, TV news techniques, youth plus university degrees plus experience should net exciting offers. Box 288W, B•T.

Expert baseball, basketball, football sportscaster wants lucrative, permanent job. Experienced man. Excellent references. Box 291W, B•T.

Experienced announcer desires network station. Call Natchez, Mississippi, 7100.

Midnight 'til dawn gent to play decent music for metropolitan station. College graduate, radio (2 years) TV experience. Know music and personalities. Box 457, Danville, Va.

Appliance salesman out of radio 10 years wants job as DJ, continuity writer, salesman in small AM station northern California where good voice and willingness to get out and work will pay off. P.O. Box 4562, San Francisco or Montrose 4-2855.

Broadcasting training, news, commercials, sports, veteran, family, steady, dependable, abstainer, DJ from console, twenty nine. Robert Bankston, 4730 Homer Avenue, S.E., Washington, D. C., JOrdan 8-0194.

Summer announcing. Available June, August. Experienced. Operate board. Pay no object. Marshall D. Berger, 8 Summit Court, Flushing, N. Y.

Young college graduate seeks announcing position. Disc jockey, sports, news. Immediately available. Prefers smaller station. Draft exempt, married, sincere. Jack R. Bick, 4220 Webster, Deer Park, Ohio.

Colored DJ and newsman, top personality, ambitious, graduate Midwestern-Chicago. Some DJ experience WJOB, Hammond. Single, available now. Disc-photo on request. Leroy Edgerton, 835 E. 63rd Pl., Chicago.

Experienced combo man, sportscaster, newsman, copywriter. HY 8-1075. Bart Ferriss, 630 Dumont Avenue, Brooklyn 7, New York.

Good commercial announcer, strong on news and sports, capable DJ, control board operator, light experience. Single, reliable, draft exempt. Available now, resume, disc, tape, references. Mr. Hal Harris, 416 Grand Street, New York 2.

Announcer, DJ, sportscaster, experienced, excellent voice. Write, wire Marty Ladd, 26-11 25th St., Astoria 2, L. I., N. Y.

Staff announcer play-by-play. Board operator, 3rd license. Prefer south. Schiavone, 737 11 Street, N.W., Washington, D. C., ME 8-5255.

Announcer strong on news and night disc show wants to locate permanently in Florida. University of Minn. alumnus. 3 years radio experience, married, dependable, write or call John Scott, c/o KSTT, Davenport, Iowa.

Announcer, control board operator, single, draft exempt. Strong play-by-play sports. Ad-lib DJ. Resume, tape available now. Al Smith, 1950 Andrews Avenue, Bronx 53, New York.

Announcing, college graduate, speech major, veteran, disc, photo. Mr. Stenson, 7210 So. Park Avenue, Chicago, Illinois.

Very versatile announcer, some experience. Copy man, control board knowledge. HY 8-5479. Brad Harris, 331 Alabama Avenue, Brooklyn, N. Y.

Situations Wanted—(Cont'd.)

Technical

Chief, 12 years experience, degree, mature, genial. Would like to relocate. Box 189W, B•T.

Four engineers experienced in VHF and UHF television. Available as crew or individually. Prefer television station with C.P. or application in FCC hearing. Background on request. Box 257W, B•T.

First phone, experienced engineer, control room xmitter. Midwest states. Will announce. Box 283W, B•T.

First phone. Radio schooling. Class (A) amateur. Age 28, single. Some experience. Sober, reliable. Want permanent position. Call or write Hez Estes, Phone 34 or 65 Marble Hill, Mo.

First phone, licensed. Technical radio, TV school graduate. Seeks position in N. Y. C. and vicinity. Henry Shouel, 1284 Grant Ave., Bronx 56, N. Y.

Production-Programming, Others

Program director—Thoroughly experienced all phases radio, production, writing, announcing. Agency radio and TV. Excellent background. Success story. Available June. Box 241W, B•T.

WTVW-graduate, anxious to apply ideas and training in TV production and programming, including technical field. Veteran, family. Eastern states preferred. Box 255W, B•T.

Man, 28, married, desires position commensurate with 3 years experience in music department of AM/TV network and TV production course. Resume on request. Box 276W, B•T.

Toupees—ricochet off ceilings with my promotional ideas. Local news specialist. $75. Box 278W, B•T.

Television

Managerial

Stockholders: Cash in on your television investment! Employ a station manager that will: 1. Make you money. 2. Will be permanent. 3. Prove stability thru willingness to buy into your station. 4. Have an excellent radio and television background (radio station organization experience, construction experience, managerial experience and at the present time is sales manager of one of the largest television stations in the country). 5. Have a working knowledge of the Commission. 6. Be of pleasant personality, persistence and ginger. 7. Over 35 years of age and married. 8. Desires to live in the middle or far western part of the country. 9. Furnish the highest caliber references. Investigate this man, write Box 240W, B•T.

Capable television executive wants to manage TV station. Can establish new station, set up departments, formulate policy. Full experience sales, programming, FCC rules, production, personnel, film buying, etc. 4 year executive TV background; 10 year radio background. Stable family man desirous of increasing income. Box 296W, B•T.

Mature, aggressive university graduate wishes to make small investment actively in management of new or established TV station in city with over 100,000 population. No experience in TV. John H. Phillips, 1003 Michigan Avenue, Wilmette, Illinois.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

Situations Wanted—(Cont'd.)

Announcers

TV sports director-chief announcer—7 years radio, 3 years TV, former professional baseball player—Michigan State, play-by-play past three years, ad lib commercials, interviews, news! Contact Johnny Parker, WJIM-TV, Lansing, Michigan.

Production, Programming, Others

Experienced film technician, formerly with medium sized midwestern station. Capable of heading department, training crew. Best references. Box 360S, B•T.

Recent SRT-TV graduate desires position TV production and programming-cameraman, with new TV grantee station going on air or existing TV station. Box 244W, B•T.

Top TV producer-director-writer presently employed in mid-west desires responsible administrative or production position in TV on east coast, preferably New England, New York. Box 263W, B•T.

Experienced studio operations. Camera boom, lighting, floor manager, some directing. Box 266W, B•T.

For Sale

Stations

Fulltime local independent in single station market, Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B•T.

Southern California 250 watt station in community of 12,000. Collins equipment. Box 262W, B•T.

Coast state. 1000 W indie. Volume over $80,000. Priced to sell. Box 264W, B•T.

Southern network. 5000 watts. Metropolitan market. $100,000 cash. Box 268W, B•T.

For Sale—(Cont'd.)

Southeast, 250 W. Network, single station market. Making money. $33,000 terms. Box 273W, B•T.

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type 14D, Gain 6, tuned to 105.1 MC. Will support 6-bay TV antenna. Approximately 500 ft., 1⅝ inches. Rigid transmission line and assorted group elbows, gas stops, etc. Box 256W, B•T.

R.E.L. FM receivers model 646 and 648; W.E. 10A high fidelity broadcast receiver; W.E. 59A and 59B amplifiers. WCAE, Pittsburgh 19, Penna.

RCA Channel 13 Diplexer, complete set Channel 13 crystals and ovens for RCA TT5A transmitter. Western Electric 25B audio console. WHIO-TV, Dayton, Ohio.

230′ self-supporting insulated tower, two-bay RCA Batwing FM antenna. 230′ 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Transmitter 1 KW, modulation monitor, frequency monitor, limiting amplifier, singly or together. Bill Alford, Chief Engineer, WPNX, Columbus, Georgia.

Wanted: Phase monitor, 1150 KC; (2) co-ax ⅜" x 400′ with fittings; 6 insulators, Lapp 10014 or similar; and phasing unit with couplers for two towers. Write or wire Industrial Electric & Steel, Ltd., P. O. Box 834, Honolulu, Hawaii.

Miscellaneous

Make those dead "spots" produce a profit. Have quality produce you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write, Agency, Box 229W, B•T.

$100.00 reward for best sales promotion idea and plans for July and August effort. WJOI, Florence, Alabama.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Salesmen

SALES
PROMOTION-MERCHANDISING
MANAGER

We believe sales promotion and merchandising to be one of the most important functions of KROD-TV, and we are looking for an alert, aggressive man to head this department. You will live in the unequalled climate of the Sunny Southwest and be associated with one of the finest, most complete TV operations in America. You will have access to every available media in promoting KROD-TV and merchandising the products of our clients. TV experience not necessary. In fact, we prefer a man who is currently handling a similar job in radio and feels he is ready to move into TV. You'll have every opportunity to sell yourself, but please stick to the facts. No application considered without accompanying recent photo.

Write direct to

DICK WATTS, Sales Manager
KROD-TV, El Paso, Texas

SALESMAN

For top rated fulltime independent metropolitan market.

Must have excellent sales records.

$100.00 Salary plus commission.

Send all particulars to

P. O. Box 829, Annapolis, Maryland

Technical

Engineer or
Announcer-Engineer

Immediate opening CBS station TV application. Call or write Radio Station KSWM, Joplin, Mo.

COMBO-MAN

Adding another first class man. Should be capable engineer and good announcer. Send audition and full particulars to

Jack Black, WNOR, Norfolk, Va.

Production-Programming, Etc.

Program Director—Announcer

For Prosperous Station in small market. Congenial Staff. 40-44 Hour Week. Salary above average. Need man interested in hillbilly, gospel and popular music. Usual announcing duties, special events, local news coverage. Preference will be given applicant with sports experience. Need an "ideaman" but no "Big Operators." Location in deep south . . . friendly town . . . fine climate. Contact Robert O. Moran, General Manager, WELP, Easley, S. C.

Situations Wanted

Production-Programming, Etc.

Are YOU looking for someone who is "ON THE BALL." Perhaps I'm your man.

Young: 31 years old.
Intelligent: I.Q. 132—Weshel Bellvue Oral Test.
Educated: Geo. Wash. Univ.—Adv. Art, Pub. Relations, Advertising, Retailing, Newspaper Adv.
Creative: Idea man and layout artist for Navy during last war, Network Radio-TV sta. later.
Sales Minded: Leader in sales vol. for D.C.'s largest furniture store.
Experienced: Layout, designing, sales, lecturing, govt. contact, radio-TV appearances, radio-TV promotion, publicity, ad agency work and surveys.

Native Washingtonian but willing to relocate. Resume on request. Box 285W, B•T

Good Radio Sales Job

Available in New York City

■ You'll sell Radio advertising to important agencies and advertisers in the New York area.

■ You should have some station representative or network background and the more station selling experience you have the better we'll like it.

■ We are probably prejudiced but we believe this is as good an opportunity as there is in the Radio sales field. Straight salary basis—not tops but good, even for New York.

■ Write your whole story. Please be specific about salary you need.

BOX 269W, B•T

XUM

Situations Wanted—(Cont'd.)

A MAN

Who was formerly a salesman, sales manager, and then fifty per cent owner and general manager of a national organization employing over one hundred people and earning from $12,000 to $52,000 yearly from the sale of a service to radio and television stations in every city in the United States for years, had to liquidate that company a year ago due to the health and forced retirement of his partner.

NOW

He wants to get back into action in television, or with a network, and agency, or company selling a product or service to the industry, where his acquaintance, experience and ability second to none, will pay dividends for all concerned. The earnings are not important to start IF the connection is pleasant, interesting, and presents a challenge, as well as the opportunity of success and large returns later. Business and tax records will be produced as well as references from five or six hundred NARTB Members the applicant has known intimately for twenty years. WRITE Box 270W, B•T.

Available

Experienced TV Executive

Wants to return to network or local station operation on top level commensurate with following background:

1. Program Director & Production Head—top TV independent
2. Sales manager of nationally known TV film syndication company
3. AAAA Ad Agency—radio and TV director—writer
4. Columbia Broadcasting System—writer—director

I will be at NARTB Convention or reply Box 271W, B•T

Situations Wanted—(Cont'd.)

TOP FLIGHT YOUNG EXECUTIVE
AVAILABLE

Thoroughly experienced in the commercial, programming, and administrative phases of radio, this man has been with us five years and worked up to Operations Manager. We hate to lose him but he's ready for bigger things. As President of the station I want interested parties to contact me to learn the story of a top radio man. Write Box 290W, B•T.

BEFORE YOU INVEST
a quarter of a million dollars in TV,
wouldn't you like to have an **operations supervisor** who can **save** and **make you money** by virtue of six years of design, construction and operation experience with the leading TV networks and additional years of AM experience? Do you want someone who can tell you the best equipment layout and construction from having tried them all? Do you want a man who is willing to leave a secure position with the leading TV network and take a cut in pay in order to feel the satisfaction of building and operating an efficient television station and to have the opportunity of growing with it?
If you do and have a CP or application in the south or west, Write Box 267W, B•T.

Equipment, etc.

Wanted to Buy

WANTED

RCA model 308B low frequency field strength meter. 120 KC to 540 KC with or without low frequency loop. Loop #M18223-A2. State condition and price.

Box 298W, B•T

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

WANTED: Combo-announcers, announcers, salesmen-announcers, engineers, and other radio and television personnel immediately. Replies confidential. Write today.

Paul T. Hayes
ASSOCIATED RADIO-TV MANAGEMENT
Milton Mills, New Hampshire

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. *Wire or phone collect your personnel needs.*

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

HAVE YOU A RECORDING PROBLEM?

Let us solve it for you . . . just send your tape . . . We handle everything; all languages, transcriptions, dubs, station SPBTS, master discs and complete pressing runs for L. P. Recordings.

Quality **AUDI-TEXT** *Service*
1733 Broadway New York 19, N. Y.

5000 watt midwest radio station must be sold immediately—Owner in bad health—Excellent money maker—Well established—Topnotch personnel.

Priced less than cost to replace assets. No agents involved—

No agents answered.

Box 198W, B•T

CAN YOU FILL THIS JOB AS RADIO SALESMAN?

There's a radio time salesman in upstate New York or one of the smaller cities in Pennsylvania who has a successful record whom we want to hire. He may feel his future earnings, prospects and opportunities are limited. He knows how to plan calls, present radio's advantages in comparison with other media and is capable of selling a spot campaign or long term program to retailers, wholesalers, manufacturers or agencies. He is imaginative, forceful and able to adapt ideas. He will be backed up with steady local promotion, success stories, area-wide surveys and full staff cooperation. Substantial salary will be paid to right man. Give some interesting facts about your experience, why you think you can fill this job with a radio station with national prestige.

JACK KNABB
Radio Broadcast Management Council
311 Alexander Street
Rochester, New York

Existing TV Stations . . .

Decisions

KSWS-TV Roswell, N. M.—John A. Barnett. Granted mod. CP to change ERP from 110 kw visual and 55 kw aural to 105 kw visual and 53 kw aural; change studio location; install new transmitters and new antenna system; antenna height above average terrain 900 ft. Ch. 8. Granted March 27.

WSEE-TV Fall River, Mass.—New England TV Co. Granted mod. CP to change transmitter and studio location from Triverton, R. I., to Swansea, Mass.; change ERP from 19.5 kw visual and 9.8 kw aural to 71 kw visual and 40 kw aural; antenna height above average terrain 720 ft. Ch. 46. Granted March 27.

WSUN-TV St. Petersburg, Fla.—Radio Station WSUN. Granted special temporary authority to operate on commercial basis for period April 15 to May 10 on uhf Ch. 38. Granted March 24.

WTVO (TV) Rockford, Ill. — Winnebago TV Corp. Granted mod. CP change ERP from 15.5 kw visual and 8.5 kw aural to 19.5 kw visual and 9.8 kw aural. Ch. 39. Granted March 24.

WFTL-TV Fort Lauderdale, Fla.—Gore Pub. Co. Granted special temporary authority to operate on commercial basis on Ch. 23 for period April 1 to Nov. 1. Granted March 23.

WLOK-TV Lima, Ohio—WLOK Inc. Granted special temporary authority to operate on commercial basis on Ch. 73 for period March 20 to July 19. Granted March 20.

New AM Stations . . .

Application

Waynesboro, Ga. — Burke County Bcstg. Co. 1310 kc, 1 kw daytime, antenna 250 ft. above ground. Estimated construction cost $22,800, first year operating cost $24,000, revenue $36,000. Principals include President **Roy Fletcher Chalker** (33⅓%), 50% partner of C & G Printing Co. (commercial printing), Waynesboro, Ga.; Vice President **Memory King Tucker** (33⅓%), owns 50 sh. non-voting stock of WJBF Augusta, 50% of Waynesboro Gin Co., sole owner of farms and ranches in Burke Co., Ga.; Secretary-Treasurer **Howard C. Gilreath** (33⅓%), manager of WVOP Vidalia, Ga., and sole owner of City Radio Clinic, Vidalia. Filed March 24.

Existing AM Stations . . .

Decisions

WFRL Freeport, Ill.—Freeport Bcstg. Co. Granted waiver of Sec. 3.71 of rules to sign-off at 6 p.m. during April through August. Granted March 25.

WRMN Elgin, Ill.—Elgin Bcstg. Co. Granted waiver of Sec. 3.71 of rules to sign-off at 5:30 p.m. for period of 6 mo. Granted March 25.

WHED Washington, N. C.—Beaufort Bcstg. Co. Granted authority to remain silent for 90 days in order to make economic adjustment. Granted March 25.

KUSD Vermillion, S. D.—U. of South Dakota, Granted waiver of Sec. 3.71 of rules to have regular sign-off at 7 p.m. CST during June, July and August. Granted March 24.

Application

WALM Albion, Mich.—Calhoun Bcstg. Co. Requests increase in power from 250 w to 500 w, operating daytime on 1540 kc. Filed March 18.

New FM Stations . . .

Decision

Honolulu, Hawaii—Kamehameha Schools, Kapalama Heights. Granted CP for new noncommercial, educational FM station on Ch. 201. Power 10 w. Antenna 61 ft. Granted March 26.

Existing FM Stations . . .

Decision

WESN (FM) Salisbury, Md.—Peninsula Bcstg. Co. Granted change in ERP from 12 kw to 12.5 kw; antenna height above average terrain from 370 ft. to 350 ft. Granted March 26.

Deletions

WBUT-FM Butler, Pa.—Eagle Printing Co. Granted request to cancel FM license and delete WBUT-FM, Class A outlet on Ch. 280. Deletion March 25.

WGOV-FM Valdosta, Ga.—WGOV Inc. Granted request to cancel FM license and delete WGOV-FM, Class B outlet on Ch. 223. Deletion March 23.

Ownership Changes . . .

Decision

KOIL Omaha, Neb.—Granted transfer of control of Central States Bcstg. Co., licensee, from Stuart Investment Co. to Nebraska Rural Radio Assn. for $189,274.51. Granted March 18.

WAZL-TV Hazleton, Pa.—Assignment of CP from Hazleton Bcstg. Co. Inc. to Hazleton TV Corp. Filed April 1.

WPTZ (TV) Philadelphia, Pa.—Philco Corp. Request voluntary assignment of license to Westinghouse Radio Stations Inc. [B•T, March 30, Feb. 23]. Consideration $8.5 million. Assignee, owned by Westinghouse Electric Corp., is licensee of KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KEX-AM-FM Portland, Ore., and WOWO-AM-FM Fort Wayne, Ind. WRS is applicant for TV at Pittsburgh and Portland, Ore. Filed March 23.

WKOK-AM-FM Sunbury, Pa.—Involuntary acquisition of control of Sunbury Bcstg. Co., licensee, by Basse A. Beck, individually, and as executor of estate of father, George W. Beck, deceased. Basse Beck owns 37.5 shares (37.5%); father's estate holds 25 shares. Filed March 23.

KZTV (TV) Reno, Nev.—Transfer of control of Nevada Radio-TV Inc., permittee, through sale by Kenyon Brown of his 50% holding for $1,250 to Southwestern Pub. Co., licensee of KFSA-AM-FM Fort Smith, Ark., and permittee of KFSA-TV on uhf Ch. 22 at Fort Smith. Other 50% interest in KZTV is owned by Donald W. Reynolds, 66⅔% owner of Southwestern. Mr. Brown "wishes to concentrate on his other TV holdings," including part interest in KWFT-TV Wichita, Falls, Tex., and KMBY-TV Monterey, Calif. Filed March 23.

KUGN-AM-FM Eugene, Ore.—Resubmitted application for consent to acquisition of control of KUGN Inc., licensee, by C. H. Fisher, 50% owner, through purchase of 50% holding of O. E. Berke and P. R. Berke for $56,530.55. Filed April 1.

WSSO Starkville, Miss.—Involuntary assignment of license from Grady Imes, James P. Hartness, C. C. Hollinshead and Joe Phillips d/b as Starkville Bcstg. Co. to Grady Imes, Ruth Hartness (executrix of the estate of James P. Hartness, deceased), C. C. Hollinshead and Joe Phillips d/b as Starkville Bcstg. Co. Filed March 25.

KCRV Caruthersville, Mo.—Resubmitted application for consent to assignment of license from J. E. Taylor, Harry Levin and Robert L. Harrison to new partnership of same name but consisting of Messrs. Taylor and Harrison and W. Y. Cleveland. Mr. Levin withdraws, selling his holding for total $31,500, receiving $17,500 from Mr. Cleveland and $7,000 each from Messrs. Taylor and Harrison. Filed March 19.

KYNO Fresno, Calif.—Assignment of license from Robert Schuler, Sheldon Anderson, Lester Eugene Chenault and Bert Williamson d/b as "Radio KYNO, The Voice of Fresno, Hotel Fresno, Fresno, Calif.," to new partnership of the same principals but named "Radio KYNO, The Voice of Fresno." Filed March 23.

WXOK Baton Rouge, La.—Assignment of license from co-partners Jules J. Paglin and Stanley W. Ray Jr. d/b as Capital City Bcstg. Co. to new corporation of same name and ownership. Filed March 25.

Opinions and Orders . . .

Minot, N. D.—Rudman TV Co. By order, FCC amended application for new TV station on vhf Ch. 10 to include following condition: "The television antenna installation and tower authorized herein shall be so installed as to cause no adverse effect on the operation of KCJB (AM) and sufficient field strength measurements shall be made before and after construction of the television antenna and tower to prove that no material effect on the operation of KCJB (AM) has resulted." Dismissed protest of North Dakota Bcstg. Co. (KCJB) as moot. Order March 25.

Hearing Cases . . .

KOB Albuquerque, N. M.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of KOB insofar as it requests an extension of special service authorization to operate on 770 kc with 50 kw day and 25 kw night, unlimited time (Doc. 10336, BSSA-275). Initial decision further orders, on Commission's own motion, that, pending final decision upon application of KOB for regular license to operate on 770 kc with 50 kw full time, the station shall continue on 770 kc under SSA subject to condition that such authorization shall not extend beyond the period of the station's current regular license on 1030 kc, 10 kw full time, which expires May 1, 1954. Initial decision March 26.

WOWO Fort Wayne, Ind.—FCC announced final decision to grant application for increase in power from 10 kw to 50 kw, using directional antenna at night, and to change transmitter site; operating on 1190 kc. Comr. Frieda B. Hennock issued dissenting opinion. Final decision March 26; announced April 1.

Hearst Corp., Milwaukee—Application for TV Ch. 10. FCC announced memorandum opinion and order denying petition filed by Hearst for rehearing. Dismissed Hearst application for Ch. 10, now reserved for noncommercial, educational use. Comr. Robert T. Bartley issued concurring statement. Order March 31; reported April 1.

WBKB Chicago—License renewal and assignment to CBS. FCC announced memorandum opinion and order dismissing protest filed by Zenith Radio Corp. protesting grants on Feb. 9 for renewal of license and assignment to CBS. FCC said Zenith's further petition for reconsideration

Southwest Network
$225.000

Well established 5,000 watt profitable network station located in one of the most attractive and desirable markets in the Southwest.

Population, gross business, and profits are showing steady increases. Financing available.

New England Independent
$40.000

The only station in a very attractive city of more than 25,000 population, with retail sales in excess of $30,000,000. This is an underdeveloped property that offers 1 or 2 good operators an unusual opportunity.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

of the Commission's action on Feb. 9 in dismissing Zenith's application for Ch. 2 and finalizing a show cause order directing WBKB to operate on Ch. 2 instead of Ch. 4, is being considered separately. Comr. Frieda B. Hennock dissented. Order March 26.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) and Sacramento Bestrs. Inc. (KXOA). (Case was expected to conclude late last week).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. and KAKE Bcstg. Co. (KAKE).

April 6

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Leo Resnick. Contestant: Radio Fort Wayne Inc. (WANE) and Anthony Wayne Bcstg.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) and TV Spokane Inc. (KNEW).

April 7

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa).

April 15

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW).

April 20

San Juan, P. R.—New TV, vhf Ch. 4. Hearing to begin. Contestants: American Colonial Bcstg. Corp. (WKVM) and Jose Ramon Quinones (WAPA). Examiner Benito Gaguine.

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) and Mountain City TV Inc. (WAPO). Examiner J. D. Bond.

Portsmouth, Ohio—New TV, uhf Ch. 30. Contestants: Woodruff Inc. (Edward Lamb) and Brush-Moore Newspapers Inc. (WPAY). Examiner Gifford Irion. (There is petition pending by Brush-Moore to dismiss its bid).

April 22

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated.

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Battle Creek. Examiner not designated.

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and Northwest TV and Bcstg. Co.

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bestrs. Inc. (KGW).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Hunting. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

52 SHOWS READY FOR YOU

The Sportsman's Club

15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355

Pittsburgh 19, Pa.

New Petitions . . .

March 25

Albuquerque, N. M.—New TV, vhf Ch. 7. Alvarado Bcstg. Co. (BPCT-721) and E. John Greer and Saloma S. Greer d/b as Greer & Greer (BPCT-1638). Alvarado asks conditional grant on ground Greer & Greer application seeks station which would overlap with newly granted KTVK (TV) Santa Fe in violation of multiple ownership rule.

Birmingham, Ala. — Voice of Dixie Inc. (WVOK), request to modify directional antenna (BP-8548), operating 50 kw daytime on 690 kc, directional. WWEZ Radio Inc. (WWEZ), New Orleans, protests WVOK application on grounds of interference. WWEZ assigned 690 kc, 5 kw full time, directional day and night.

Fort Wayne, Ind.—New TV, uhf Ch. 69. Radio Fort Wayne Inc. (Doc. 10424, BPCT-1040) and James R. Fleming and Paul V. McNutt d/b as Anthony Wayne Bcstg. (Doc. 10425, BPCT-1400). Motion filed by Radio Fort Wayne to dismiss petition by Anthony Wayne Bcstg. filed March 17 requesting enlargement or clarification of issues. Latter wished to include issue respecting comparison of populations and areas to be served. On March 27, Chief of FCC Broadcast Bureau in his answer indicated no objection to issue on this point in view of purported "significant differences" in proposed field intensity contours.

March 26

Memphis, Tenn.—Bluff City Bcstg. Co. (WDIA), grantee for change from 250 w day on 730 kc to 50 kw-day, 5 kw-night on 1070 kc (BP-8343). WDIA asks FCC to strike petition of WAPI Birmingham, Ala., requesting reconsideration of grant to WDIA. Memphis station asserts WAPI petition does not show it is party in interest nor any reason why grant should be revoked.

Philadelphia, Pa.—New TV, uhf Ch. 17. Westinghouse Radio Stations Inc. WRS asks dismissal of TV bid since it is purchasing WPTZ (TV) there subject to FCC approval [B•T, March 30, Feb. 23].

Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Doc. 10438, BPCT-676) and Mountain City Television Inc. (Doc. 10439, BPCT-882). WDOD Bcstg. Corp. requests amendment of its application so as to bring up to date program data respecting CBS-TV. Mountain City on March 31 filed two petitions, one to amend its bid respecting program proposals and the other requesting deletion of certain hearing issues concerning its financial qualifications and proposed antenna site. Mountain City stated its site has received CAA clearance and the hearing examiner has approved an amendment clarifying its financial qualifications.

Columbia, S. C.—WIS-TV, grantee vhf Ch. 10. Answer filed by WIS-TV Corp. and its majority owner, Bcstg. Co. of the South, to "reply to answer" filed by Spartan Radiocasting Co. in matter of Spartan's protest of Ch. 10 grant. WIS-TV asserts that if FCC granted its motion to strike Spartan's protest, Commission "would not only be complying with the Congressional intent, but would also establish a worthwhile precedent to discourage prespective protestants from seeking to obviate the provisions of Sec. 309(c) by claiming Sec. 405 as an alternative relief." WIS-TV claims Spartan has failed to show rights under either rule.

March 27

Amendment of TV Allocation Table—Joint petition filed by Chemical City Bcstg. Co. (WTIP), Charleston, W. Va., and Fayette Assoc. (WMON), Montgomery, W. Va., requesting allocation of vhf Ch. 2 to Montgomery-Handley, W. Va., area so that joint application may be filed for TV station there. Minimum separation on Ch. 2 is observed, petition states.

Duluth, Minn.—Superior, Wis.—New TV, vhf Ch. 6. Ridson Inc., Superior (Doc. 10291, BPCT-728), and Lakehead Telecasters Inc., Duluth (Doc. 10292, BPCT-921.) Petition filed by Ridson requesting that hearing, already commenced, be completed "in an expeditious manner by instructions to the staff, deletion of issues and/or certification of the record to the Commission for disposition by simple order." Petition also filed by Lakehead Telecasters to dismiss its application. See Ownership Changes for details of transfers involving WDSM Superior. Head of the Lakes Bcstg. Co., Superior, contestant in vhf Ch. 3 hearing at Duluth-Superior, on March 30 petitioned for leave to amend so as to specify Ch. 6 and requests comparative hearing with Ridson Inc. application. Amendment would allow early grant of Red River Bcstg. Co. bid for Ch. 3 at Duluth, petition observes.

Kileen, Tex.—New AM, 1050 kc, 250 w daytime. W. A. Lee, A. W. Stewart and Franklin T. Wilson d/b as Highlite Bcstg. Co. (Doc. 10123, BP-8288) and Cecil B. Davis, Essie A. Davis and Loyd Benefield d/b as KFHT Bcstg. Co. Highlite asks FCC to dismiss KFHT Bcstg. application with prejudice because of delay by latter in filing its own petition to dismiss, promised by KFHT Bcstg. counsel at hearing which began March 9 but was continued without date in view of KFHT Bcstg.'s plan to withdraw.

Avalon, Calif.—John H. Poole tr/as John Poole Bcstg. Co., applicant for license to cover permit for new station KBIG on 740 kc with 10 kw daytime, directional (BL-4897). CBS of Calif., licensee of KCBS San Francisco, requests order directing KBIG to show cause why its directional array should not be altered to protect KCBS and KMPC Los Angeles, asks hearing on application for license, in alternative requests that KBIG program test authority be revoked and submits memorandum in support of its Dec. 12, 1952, protest of grant to KBIG.

Rochester, N. Y.—New TV grants, share-time vhf Ch. 10. WHEC Inc. (BPCT-326) and Veterans Bcstg. Co. (BPCT-833), grantees for share-time on Ch. 10, reply to protest of grants filed March 17 by Gordon Brown, president of Federal Bcstg. System Inc., Ch. 10 applicant. WHEC and Veterans ask FCC to strike Gordon Brown protest as not party in interest. Federal filed reply March 30 to strike motion.

Big State Bcstg. Corp. (KTXC), Big Spring, Tex.—Applicant for license renewal (Doc. 9918, BR-2332). Revocation of CP for KFST Ft. Stockton, Tex. (Doc. 9919). Petition filed by Chief of FCC Broadcast Bureau for 30-day postponement of issuance of final decision in these proceedings in view of new evidence possibly bearing on qualifications of Big State Bcstg. Corp. to remain the licensee of KTXC. Oral argument was held before Commission Feb. 24 on initial decision issued Aug. 4, 1952, recommending renewal of KTXC and setting aside of revocation of KFST.

Denver, Colo.—New TV, vhf Ch. 4. KMYR Bcstg. Co. (Doc. 9043, BPCT-488) and Metropolitan TV Co. (Doc. 10238, BPCT-941). Petition filed by KMYR to defer action on application of Metropolitan for license renewal of AM station KOA pending conclusion of Ch. 4 TV hearing on grounds "critical question" has arisen whether Metropolitan is qualified to hold a broadcast license under Communications Act. Agreements executed in connection with sale of KOA by NBC to Metropolitan are cited. Metropolitan on March 30 moved to strike KMYR petition on ground KOA renewal is not in issue in TV proceeding and KMYR set forth no showing FCC erred in approving sale of KOA to Metropolitan.

March 30

Amendment of Sec. 1.342 of rules relating to filing of contracts.—NARTB petitions for acceptance of late comments, not having heard from FCC respecting its earlier petition for extension of filing deadline.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (Doc. 10422, BPCT-920) and Television Spokane Inc. (Doc. 10423, BPCT-1087). Chief of FCC Broadcast Bureau answers petition of Wasmer to modify issues in hearing and does not oppose certain requested deletions or modifications.

Flint, Mich.—New TV, vhf Ch. 12. WJR, The Goodwill Stations Inc. (Doc. 10268, BPCT-967),

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

Trebit Corp. (Doc. 10269, BPCT-968) and W. S. Butterfield Theatres Inc. (Doc. 10270, BPCT-953). Proposed findings of fact and conclusions of law filed by all three applicants.

March 31

Durham, N. C.—T. E. Allen & Sons Inc., new TV grantee for Ch. 46 (BPCT-1532). Allen files reply to protest by Public Information Corp. directed against grant. Allen contends protest "is totally without merit and should be dismissed" since Public Information is not party in interest. Chief of FCC Broadcast Bureau also filed verified statement by Joseph N. Nelson, chief of Applications Branch, Television Facilities Division, FCC Broadcast Bureau, challenging correctness of telephone conversations attributed to have been held with him by parties identified with Public Information Corp. respecting its application and grant to Allen.

Denver, Colo.—New TV, vhf Ch. 7. Aladdin Radio & TV Inc. (Doc. 9041, BPCT-426) and Denver TV Co. (Doc. 10240, BPCT-951). Aladdin files reply to exceptions of other parties to hearing examiner's initial decision recommending grant to Aladdin. Denver TV files reply to exceptions of Aladdin and Broadcast Bureau.

Salinas-Monterey, Calif.—New TV grants, vhf Ch. 8, share-time. Monterey Radio-TV Co. (KMBY) asks FCC to strike protest of grants filed March 23 by S. A. Cisler Jr. and Grant R. Wrathall d/b as Salinas-Monterey TV Co. on ground protest was filed three days too late and only one copy was filed whereas FCC rules prescribe 15 copies.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Doc. 10440, BPCT-1430) and Brush-Moore Newspapers Inc. (Doc. 10441, BPCT-1449). Brush-Moore petitions to dismiss its application without prejudice.

Routine Roundup . . .

March 26 Decisions

BY COMMISSION EN BANC

License Renewals

KS2XBS Chicago, Ill., Zenith Radio Corp.—Granted renewal of experimental color TV station license for the regular period, to operate on Ch. 2.

KS2XBR Chicago, Ill., Zenith Radio Corp.—Granted renewal of experimental color TV station license for the regular period, to operate on 512-528 mc.

Advised of Hearing

Eugene Television Inc., Eugene, Ore.—Is being advised that application for new TV station on Ch. 13 indicates necessity of hearing on question of common ownership of local AM stations KORE and KUGN (BPCT-1231).

March 27 Decisions

ACTIONS ON MOTIONS

Denver Television Co., Denver, Colo.—Granted petition for extension of time to March 31, 1953, to file reply brief with respect to exceptions and briefs of Aladdin Radio & Television Inc. and Chief of the Broadcast Bureau to initial decision in proceeding (Dockets 9041; 10240).

By Hearing Examiner James D. Cunningham

Chief, Broadcast Bureau — Granted petition of 3-23-53 requesting that period for filing proposed findings in proceeding re applications of KMYR Bcstg. Co., Denver, Colo. (Docket 9043; BPCT-488), and that of Metropolitan Television Co., Denver (D. 10238; BPCT-941) be extended from March 30 to April 10, 1953.

By Hearing Examiner Fanney N. Litvin

Stark Bcstg. Corp., Canton, Ohio—Granted petition for leave to amend its application for CP for new television station (Docket 10273; BPCT-949) so as to change (1) the name of the applicant to Stark Telecasting Corporation; (2) Sec. II of application to submit information applicable to Stark Telecasting Corp.; (3) Sec. III to show revised financial data, (4) Sec. IV to show minor changes resulting from the change in the name of said Corporation; (5) Exhibit 1, to show new corporate charter, By-laws and corporate information; (6) Exhibit 2, to show interests of Messrs. Huffman and Schultz in Stark Bcstg. Corp. and in Stark Telecasting Corp.; (7) Exhibit 3, to show financial statement of Stark Telecasting Corp.; (8) Exhibit 4, to show present financial plan of Stark Telecasting Corp. to construct and operate the proposed television station; (9) Exhibits 5, 6, and 7, to show program proposals of Stark Telecasting Corp. (Docket 10273; BPCT-949).

BASEBALL
SOUND EFFECT
RECORDS
5 D/F SPEEDY-Q DISCS
COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
15 West 47th St., N. Y. 36

March 27 Applications

ACCEPTED FOR FILING

Specify Studio Location

Esther Blodgett, Harvard, Ill.—CP for new AM on 1600 kc 500 w-D. AMENDED to specify trans. and studio locations as west side of U. S. Highway 14, 1.0 mi. N of Harvard, Ill. (BP-8579 amended).

WNST High Point, N. C., The North State Bcstg. Co.—Mod. CP (BP-8470) which authorized new AM, to specify studio location as approx. 0.4 mi. past Westchester Dr. on Country Club Dr. near High Point, N. C. and change type trans. (BMP-6158).

Install New Transmitter

WEAS Decatur, Ga., WEAS Inc.—CP to install new trans. as aux. trans. to be operated on 1010 kc 1 kw for auxiliary purposes only (BP-8806).

WCSH Portland, Me., Congress Sq. Hotel Co.—CP to install new trans. as auxiliary trans. at Elmwood Ave., Scarboro, Me., (present location of main trans.) to be operated on 970 kc 250 w for auxiliary purposes only (BP-8810).

WBTH Williamson, W. Va., Williamson Bcstg. Corp.—CP to install new trans. (BP-8811).

WXEL(TV) Parma, Ohio, Empire Coil Co.—Mod. CP (BPCT-819), as mod., which authorized new TV to install new trans., add power amplifiers and change ant. system (BMPCT-1039).

License Renewals

Following stations request renewal of license: **KTOP Topeka, Kan.**, Charles B. Axton (BR-1587); **KMMJ Grand Island, Neb.**, Town & Farm Co. (BR-676); **WJAG Norfolk, Neb.**, Huse Pub. Co. (BR-682).

March 30 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KPAL Palm Springs, Calif., Desert Radio & Telecasting Co.—Mod. CP (BP-7847), which authorized new AM, for extension of completion date (BMP-6163).

KDNT Denton, Tex., Harwell V. Shepard—Mod. CP (BP-8120), which authorized change in existing facilities, for extension of completion date (BMP-6164).

AM-1540 kc

Commercial Radio Equipment Co., Wheaton, Md. — CP for new AM on 540 kc 250 w-D, AMENDED to change frequency to 1540 kc (BP-8685 amended).

Assignment of License

KCRV Caruthersville, Mo., Pemiscot Bcstrs.—Voluntary assignment of license to Pemiscot Bcstrs. a partnership consisting of J. E. Taylor, Robert L. Harrison and Walter Y. Cleveland (BAL-1520 Resubmitted).

Increase Power

WVCH Chester, Pa., James M. Tisdale—CP to increase power from 250 w to 1 kw and install new trans. AMENDED to install new ant. and increase height (BP-8100 amended).

Renewal of License

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Requests renewal of license (BRCT-91).

APPLICATION RETURNED

Change Name

WJET Erie, Pa., Myron Jones—Voluntary assignment of license to The "Jet" Bcstg. Co.

March 31 Decisions

BY BROADCAST BUREAU

Change Antenna Type

KEYT Santa Barbara, Calif., Santa Barbara Bcstg. & Television Corp.—Granted mod. CP to change type ant. of TV broadcast station; antenna 3010 ft. (BMPCT-1027).

Granted License

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—Granted license for AM; 1370 kc 1 kw-D (BL-4918).

WRDB Reedsburg, Wis., William C. Forrest—Granted license for AM; 1400 kc 250 w unl. (BL-4919).

KLIL Estherville, Iowa, Estherville Bcstg Corp.—Granted license for AM; 1340 kc 100 w unl. (BL-4849).

WGEA Geneva, Ala., Geneva County Reaper—Granted license for AM; 1150 kc 1 kw-D (BL-4950).

WLSM Louisville, Miss., Louisville Bcstg. Corp—Granted license for AM; 1270 kc 1 kw-D (BL-4948).

WXOK Baton Rouge, La., Capital City Bcstg Co.—Granted license for AM; 1260 kc 1 kw-D (BL-4930).

WCHL Chapel Hill, N. C., Village Bcstg. Co. Inc.—Granted license for AM; 1360 kc 1 kw-D (BL-4927).

KINY Juneau, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency 1290 kc 5 kw unl., (BL-4899).

KFRB Fairbanks, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency and changes in ant. system for auxiliary trans. conditions; 790 kc 1 kw aux., (BL-4790).

KFRB Fairbanks, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency of AM and changes in ant. system; 790 kc 5 kw unl.; conditions (BL-4789).

KFQD Anchorage, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency of AM, installation of new trans. and changes in ant. and ground systems; conditions; 60 kc 5 kw unl., (BL-4548).

KACC Abilene, Tex., Abilene Christian College, A Texas Corp.—Granted license for noncommercial educational FM; Ch. 220; 169 w; 53 ft. ant. (BLED-132).

Change Transmitter Location

WWSC Glens Falls, New York, Great Northern Radio Inc.—Granted CP to change trans. location and change type trans. (BP-8654).

Granted CP

WBOC Salisbury, Md., The Peninsula Bcstg. Co.—Granted CP to mount TV antenna on top of N.W. tower of directional array in lieu of FM ant. (increase height) (BP-8678).

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted CP to change trans. and studio locations; condition (BP-8748).

KCOW Alliance, Neb., Sandhills Bcstg. Corp.—Granted CP to change trans. and studio location (BP-8750).

Modification of CP

KSOK Arkansas City, Kan., The KSOK Bcstg. Co., Inc.—Granted mod. CP to install a new trans. for N operation; condition (BMP-6160).

WBAR Bartow, Fla., William Avera Wynne—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6136).

WLSE Wallace, N. C., Duplin Bcstg. Co.—Granted mod. CP to specify ant., trans. and studio location; conditions (BMP-6123).

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Granted mod. CP for approval of ant. and trans. location; specify studio location and change type trans.; condition (BMP-6113).

WRSL Russellville, Ky., South Kentucky Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; 800 kc 1 kw-D; condition (BMP-6141).

KDUZ Hutchinson, Minn., McLeod County Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location — conditions (BMP-6133).

WEMR Emporium, Pa., Elk-Cameron Bcstg. Co.—Granted mod. CP for approval of ant. trans. and studio location; condition (BMP-6126).

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County, Tex.—Granted mod. CP for approval of ant., trans. location, and change type of trans.; condition (BMP-6157).

KTOK Oklahoma City, Okla., KTOK Inc.—Granted mod. CP for extension of completion date to 5-31-53; conditions (BMP-6155).

Extension of Completion Dates

Following were granted mod. CP's for extension of completion dates as shown:

WNOS Highpoint, N. C., to 10-15-53 (BMPH-4817); **WLBS Birmingham, Ala.**, to 5-1-53 (BMP-6151); **KANI Kaneohe, Hawaii**, to 6-16-53 (BMP-6156).

BY COMMISSION EN BANC

License Renewal

WMIN-FM St. Paul, Minn., WMIN Bcstg. Co.—Granted renewal of license on regular basis (BRH-614).

March 31 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Mod. CP (BP-7787), as mod., which authorized increase in power, installation of new trans. and DA-N, and change trans. and studio locations, for extension of completion date (BMP-6165).

License for CP

WBOY Tarpon Springs, Fla., WBOY Inc.—License for CP (BP-8284), as mod., which authorized new AM (BL-4953).

WBBO Forest City, N. C., Rutherford County Radio Co.—License for CP (BP-8683), which authorized installation of new trans. (BL-4952).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—License for CP (BP-8104), as mod., which authorized new AM (BL-4956).

WPMB Punxsutawney, Pa., Punxsutawney Bcstg. Co.—License for CP (BP-8485), as mod., which authorized new AM.

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—License for CP (BP-8562), replacing expired permit (BP-8305), which authorized installation of auxiliary trans. at present site of main trans. to be operated on 1320 kc, 250 w for auxiliary purposes only (BL-4951).

WIVK Knoxville, Tenn., Dick Bcstg. Co.—License for CP (BP-8344), as mod., which authorized new AM (BL-4954).

KSNY Snyder, Tex., Snyder Bcstg. Co.—License for CP (BP-8085), which authorized change in existing facilities (BL-4955).

Change Transmitter Location

WCHS Charleston, W. Va., The Tierney Co.—CP to change trans. location and make changes in ant. system (BP-8804).

License Renewals

Following stations request renewal of license: **KWKW-FM Pasadena, Calif.,** Southern California Bcstg. Co. (BRH-621; **WMIN-FM St. Paul, Minn.,** WMIN Bcstg. Co. (BRH-614); **KMUS-FM Muskogee, Okla.,** Muskogee Bcstg. Co. (BRH-374); **KDPS (FM) Des Moines, Iowa,** Independent School District of Des Moines (BRED-90).

License for CP

WKBN-FM Youngstown, Ohio, WKBN Bcstg. Corp.—License for CP (BPH-1793), which authorized changes in licensed station (BLH-880).

WGAL-FM Lancaster, Pa., WGAL Inc.—License for CP (BPH-1797), which authorized changes in licensed station (BLH-881).

Modification of CP

WTAR-FM Norfolk, Va., WTAR Radio Corp.—Mod. CP (BPCT-909), as mod., which authorized changes in facilities to change trans. location from rear of 720-724 Boush St., Norfolk, Va., to Old Suffolk Rd., 0.2 mi. E of intersection of Knotts Neck Rd., 2 mi. E of Drivers, Va.; ant. height is 982 ft.

April 1 Decisions

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Petition Granted

Key Bcstg. System Inc., Oyster Bay, N. Y.—Granted petitions of March 3 and 17, 1953, requesting dismissal without prejudice of application for mod. license (Docket 10228; BML-1502).

Kern County Bcstrs. Inc., Bakersfield, Calif.—Granted petition for acceptance of late notice of intention to appear in proceeding re application of Madera Bcstg. Co., Madera, Calif. (Docket 10419; BP-8427).

Chief, Broadcast Bureau—Granted petition for extension of time to and including April 1, 1953, within which to file a reply to the joint petition of John Poole Bcstg. Co., and Jack O. Gross, Sacramento, California, applicants for television construction permits, for simultaneous dismissal and grant (Docket 10342; BPCT-1007) (Docket 10343; BPCT-1077).

By Hearing Examiner Thomas H. Donahue

John Poole Bcstg. Co., Sacramento, Calif.—Granted petition to amend application for CP for new TV so as to specify as site of proposed main studio same site as that of proposed transmitter (Docket 10342; BPCT-1007).

By Hearing Examiner H. B. Hutchison

Taylor Radio & Television Corp., Wichita, Kan.—By memorandum opinion and order denied petition to amend application for CP for new TV to show change in make of technical equipment to be used in the construction of proposed TV station from that manufactured by Radio Corporation of America to similar equipment manufactured by the General Electric Co. (Docket 10260; BPCT-946).

By Hearing Examiner Herbert Sharfman on the dates shown:

Ridson Inc., Superior, Wis.—Granted motion for leave to amend its application for CP for new television station (Docket 10291; BPCT-728) by showing a contract between movant and Lakehead Telecasters Inc., Duluth, Minn., and by making certain other changes. Provided, however, that this action does not constitute a recognition that Ridson is entitled to remain in hearing status in the event of the dismissal of the application of Lakehead Telecasters Inc. (Docket 10292; BPCT-981) (Action 3/27).

Acting Chief, Common Carrier Bureau—Granted motion for continuance of hearing from April 6 to May 5, 1953, in proceeding re applications of Walter F. Corbin, KJBS Broadcasters and Grant R. Wrathall, San Francisco, California, for CPs for one-way signaling stations in the Domestic Public Land Mobile Radio Service (Dockets 10397 et al). (Action 3/30).

By Hearing Examiner J. D. Bond on March 31:

Mountain City Television Inc., Chattanooga, Tenn.—Granted petition for leave to amend its application for CP for new television station (Docket 10439; BPCT-882) to supply information upon financing and other matters.

By Hearing Examiner H. Gifford Irion on March 31:

Buccaneer Line Inc., Jacksonville, Fla.—Ordered that the hearing in the matter of CP for new point-to-point radiotelephone station (Points of Communication: Colonia, Yucatan, Mexico; Zoh Leguna, Campeche, Mexico; Sac Xaan, Quintano Roo, Mexico) (Docket 10376) be continued indefinitely pending further order, pending possible establishment of communications between Jacksonville, Fla., and certain points on the Yucatan peninsula in Mexico through interconnection of existing facilities now operating in the United States and in Mexico.

April 1 Decisions

BY COMMISSION EN BANC

Move Studio

KDON Santa Cruz, Calif., Charles Blackwood Grant—Granted application (BML-1528) to move main studio to Salinas, operating with present facilities 1460 kc 5 kw, U, DA-1. It will continue to maintain studios at Santa Cruz and Long Beach.

Advised of Hearing

South Plains Broadcasters, Slaton, Tex., Texas Telecasting Inc., Lubbock, Tex.—Are being advised that applications for new AM stations (BP-8291 and BP-8772) to operate on 1340 kc 250 w U, at respective locations, would result in mutual interference and indicates necessity for consolidated hearing.

W. Gordon Allen, Seattle, Wash., King's Inc., Edmonds, Wash.—Are being advised that applications for new AM stations to operate on 630 kc 1 kw D, at respective locations, would result in mutual interference and indicates necessity for consolidated hearing (BP-8674 and BP-8745).

KXOC Chico, Calif., KXOC Inc.—Is being advised that its application (BP-8436 to change facilities from 1150 kc 5 kw, U, DA-N, to 1060 kc 5 kw-N, 10 kw-LS, U, DA-2, indicates necessity of hearing because of interference with KVSM San Mateo, Calif.

KWSO Wasco, Calif., Maple Leaf Bcstg. Co.—Is being advised that application (BP-8455) to change facilities from 1050 kc 1 kw-D, to 1520 kc 10 kw, U, DA-1, indicates necessity of hearing because of interference from KOMA Oklahoma City.

License Renewal

KRCO Prineville, Ore., Radio Central Oregon Inc.—Granted renewal of license for the regular period.

WOSA Merrill, Wis., Alvin E. O'Konski — Granted renewal of license for regular period.

Advised of Hearing

WTTT Coral Gables, Fla., E. H. Spach, Trustee in Bankruptcy, Allan Henry Rosenson, Coral Gables, Fla.—Are being advised that Spach applications for renewal of license of WTTT (BR-1493) and involuntary assignment of WTTT license to Spach (BAL-1215) and application of Rosenson for a CP to use same facilities (BP-8152) indicate necessity of hearing. (WTTT, presently inoperative, is licensed on 1490 kc, with 250 watts, unlimited time.) Commissioner Webster dissented; Commissioners Hennock and Merrill voted no on the basis that the license of WTTT has expired.

April 1 Applications

ACCEPTED FOR FILING

License for CP

KLX Oakland, Calif., Tribune Bldg. Co.—License for CP (BP-5293), as mod., which authorized increase in power, installation of new trans. and DA-DN, change trans. and studio location and make changes in trans. equipment and ground system (BL-4958 Resubmitted).

WKEY Covington, Va., Earl M. Key—License for CP (BP-7828) which authorized changes in ant. and ground system (BL-4959).

Upcoming Events

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 14-15: House Commerce Committee will see color TV demonstrations by RCA at Princeton, N. J., and by CBS and NTSC at New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23-24: NARTB, TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28: Transportation and communication luncheon, 41st National Chamber of Commerce meeting (April 27-28-29), Washington, D. C.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

August 10-28: Eighth Annual Religious Broadcasting Workshop, sponsored by Broadcasting and Film Commission, National Churches of Christ in USA, meeting at Butler U. School of Religion and WFBM-TV Indianapolis.

Aug. 21-22: British Columbia Assn. of Broadcasters meet at Nanaimo.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

Oct. 12-15: Financial Public Relations Assn., Sheraton Cadillac Hotel, Detroit.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

That June 2* Deadline

THE ORGANIZED campaign is on for extension of the June 2 deadline on reservation of channels for noncommercial educational stations. It is almost an automatic topic at hearings in Congress on wholly unrelated communications subjects. Any caller at the White House identified with broadcasting is asked about it. Women's clubs and citizens and parent-teacher associations are solemnly resolving in favor of it.

The lobbying activity last week reached the point where Chairman Tobey of the Senate Interstate & Foreign Commerce Committee announced he shortly would call the FCC to a hearing on the matter. A good job, it appears, has been done on members of this committee, which calls the legislative shots for the FCC.

The educators claim they want more time to prepare their cases and to arrange financing. Since the lifting of the television freeze last April there have been only 42 applications filed by educational institutions, as against 242 "reserved" assignments. Of these 14 have been granted (12 uhf, 2 vhf) and most of these on wholly inadequate financial showings.

Maybe, because of the pressure, the FCC will capitulate and grant an extension, despite the obvious fact that there's no need for it. The Senate might force the FCC's hand by adopting a "sense of the Senate" resolution, having no valid legislative status, but which nevertheless would place the FCC in the position of defying that august body if it moved ahead.

The whole issue has been purposely confused, it seems. Nothing happens automatically on June 2. The way simply will be opened for "rule-making" changes in the allocations. For example, there's nothing to prevent an educational applicant from applying for a non-educational facility. And the commercial applicant then, for the first time, can apply for rule-making to transfer an educational channel unapplied for to commercial status. It works both ways.

We hope the FCC won't be stampeded into an arbitrary extension of the reservations. To do so would be to deprive citizens in some areas of desired television service. Moreover, such action would be contrary to the Congressional intent of using the frequency spectrum in the best interests of the entire populace.

Cold Facts of Hot Springs

AS SPECIAL features (pages 82-83 et seq.) in this issue we publish what we consider to be two persuasive answers to the question of whether television prices are getting too high for anybody to afford, as some advertisers have been claiming.

These answers were presented at a closed session of the recent annual meeting of the Assn. of National Advertisers at Hot Springs, Va., a particularly timely moment since in the sessions preceding this one a number of television's big accounts had announced they were profoundly disturbed by present TV costs and were downright scared by the prospects of still higher costs promised by TV expansion.

We feel privileged to print the summaries of the speeches by Frank Stanton, CBS president, and Frank K. White, NBC president, for they restore some sensible balance to a discussion that up until now has been getting quite out of hand.

Mr. Stanton's argument is chiefly concerned with the raw economics of TV advertising. He gives dollars and cents proof that TV, alone among major advertising media, can show a steadily declining trend in cost-per-thousand.

Mr. White takes off from there. He points out how TV networks are developing plans which will enable advertisers to participate in less ambitious ventures. His main theme is that advertisers have as much responsibility as the medium has in trying to get maximum mileage out of television at minimum cost; that they should be more efficient in presenting their commercials.

That the presidents of two important networks should speak up promptly and convincingly is significant and reassuring. It suggests that the discussion of television costs may be carried on less unilaterally than was the case in the discussion, if that is not too mild a word, over radio network rates beginning about three years ago.

It is certainly within the prerogatives of television's customers to examine television rates and to ask for explanation if the rates are deemed excessive. It is not their prerogative, however, to conduct the kind of savage attack that they waged against radio.

Drawn for BROADCASTING • TELECASTING by Sid H
". . . and now for my commentary, 'A Straight Look at Today's News'."

To a large extent their radio attack succeeded for lack of an adequate defense. The problem for television is to prevent what is now merely a discussion from degenerating into an attack situation that requires defense. The obligation to prevent an outbreak of hostilities falls largely upon the medium. It is natural for customers to wonder about prices. The wise seller fixes a fair price, explains it, and sticks to it.

To judge by the speeches of Messrs. Stanton and White, television is doing just that. The hope must be held that it will continue to follow that course. There is also evidence that radio networks may have reached price stability. CBS Radio has served notice it will hold the line, though its affiliation agreements permit its dropping prices next August.

Operation Success

NOW THAT the FCC has ordered that its amendments to operator rules become effective April 15, a lot of broadcasters can breathe more easily.

What these amendments will do is belatedly recognize technical advances that made the present rules obsolete. They will permit broadcasters, particularly those with medium and small stations which could least afford it, to dispense with manpower waste.

The Commission acted with intelligence despite the efforts of the technical unions to prevent the modernization of the rules. It was another example of union fears of technological development.

In saying that we are delighted that the FCC did not fall for the make-work policies of the unions, we are not turning a cold shoulder to the needs and aspirations of the technical trades. We do think, however, that the technicians have been short-sighted in fighting this proposal in the belief it would throw many first-class operators out of work and depress salary scales.

For the competent and reasonably ambitious engineer there will still be jobs in radio (indeed more jobs than good operators) and even greater opportunities in the newest phase of broadcasting—television, which requires, not by law but by its nature, more technical people per program than radio ever dreamed of.

It is to the credit of broadcasters that they persevered in this case. Two men deserve special mention: William C. Grove (KFBC Cheyenne, Wyo.), chairman of the special NARTB committee in charge of the project, and Bernard Koteen, special counsel. They are owed a round of applause for bringing at least one set of federal regulations up to date.

XUM

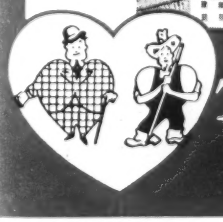
CORONARY DIAGNOSIS

FOR THE HEART OF AMERICA!

Call it what you wish, a doctor's diagnosis or an economic report, the "Heart of America" (Kansas City's Great Primary Trading Area) comes out with a perfect electrocardiogram!
Indeed, the health of the vast rich area has never been better. Each year, this great agricultural and industrial organ drives more and more of the nation's needs into the many arteries leading away from Kansas City. And each year, the returns that flow back to the pockets and purses of the Heart of America increase in direct proportion.

The KMBC-KFRM Team's claim to fame in the excellent cardiac condition of the Heart of America is two-fold. With the dominating share of the radio audience, The Team, as the circulatory system, has been able, through its expert programming service, to keep the people alert and aggressive—awake to every forward movement. On the other hand, again by its dominance, The Team has served its advertisers with a substantial share of annual increased return.
The diagnosis is simple. A sound Heart (of America), a strong Pulse (Kansas City Pulse, November-December, 1952) and a healthy circulatory system (KMBC-KFRM) is the answer to robust sales in the Kansas City Primary Trade Area.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY